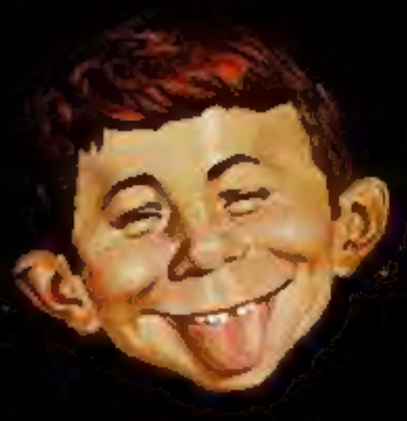
A MAD EXTRA

MAD 84

OUR PRICE $2.50 CHEAP

Chris White



MAINLY, 84 PAGES OF ALL-NEW, NEVER-BEFORE-PUBLISHED, WILD AND INSANE SATIRICAL TRASH FROM THE IDIOTS WHO BRING YOU MAD MAGAZINE

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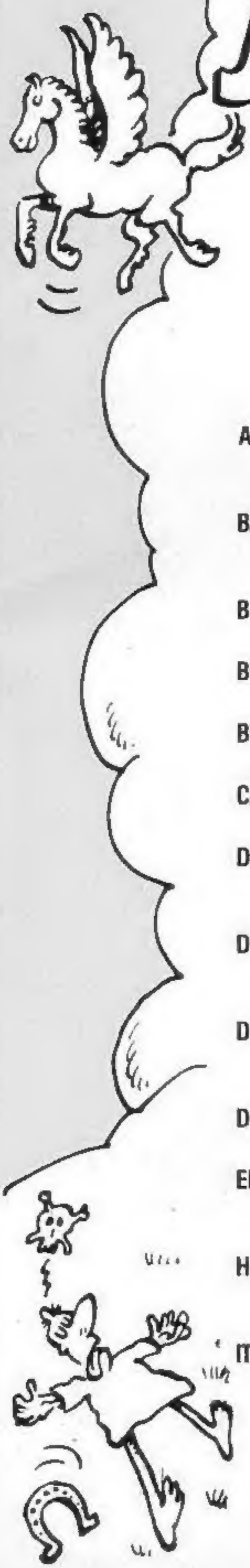

MAD 84

"An opportunity is never lost! Some smart guy always grabs the one you miss!"
—Alfred E. Neuman

WILLIAM M. GAINES *publisher* **ALBERT B. FELDSTEIN** *editor*
LEONARD BRENNER *art director* **TOM NOZKOWSKI** *production*
NICK MEGLIN *senior editor* **JOHN FICARRA** *associate editor*
CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

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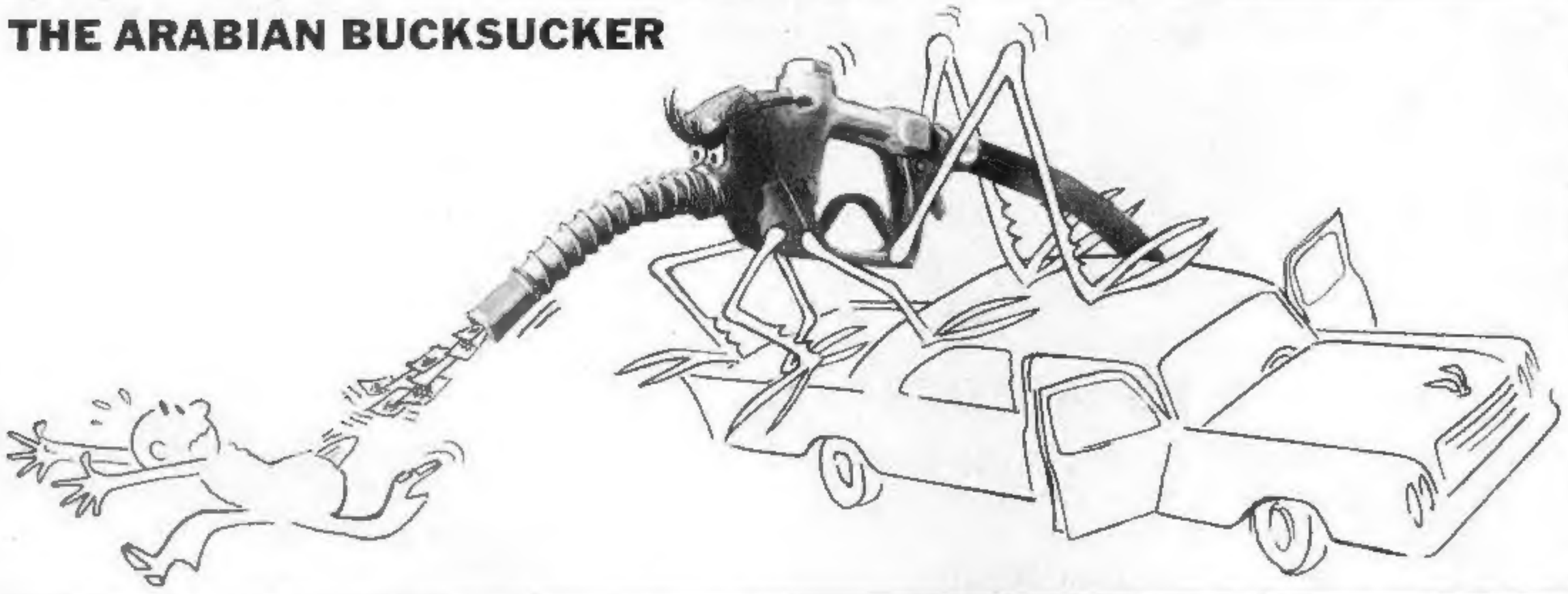
THREAT BARED DEPT.

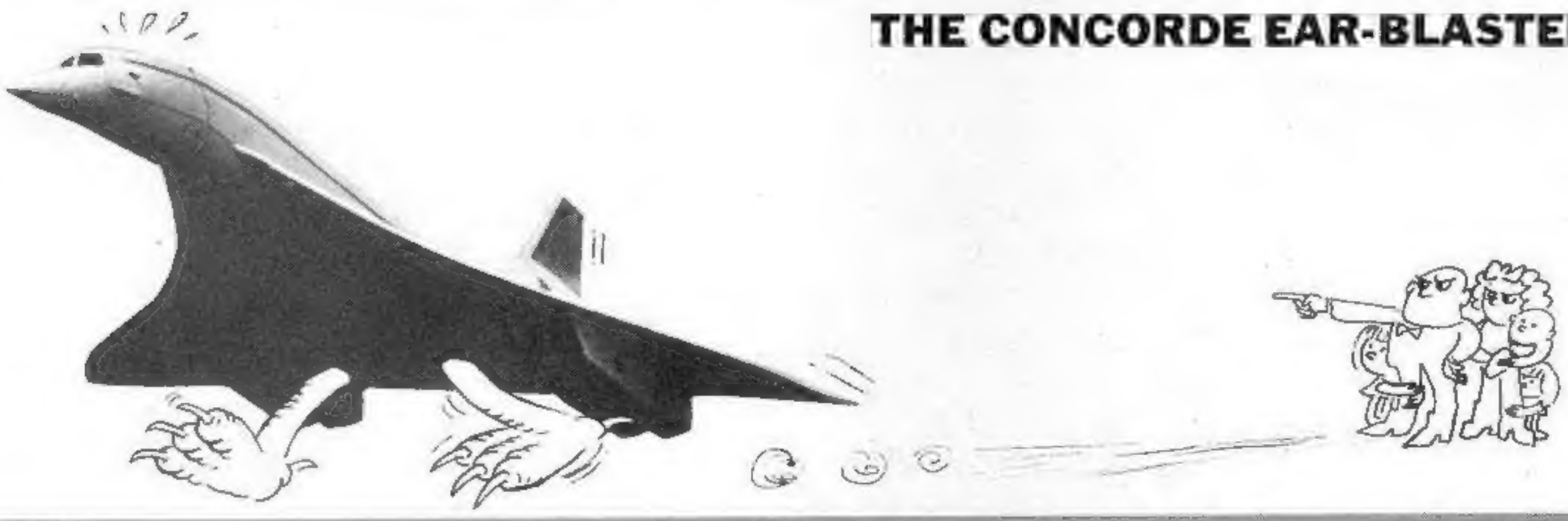
MAD'S ENDANG

THE ARABIAN BUCKSUCKER



ARTIST: ARNOLDO FRANCIONI

THE CONCORDE EAR-BLASTER



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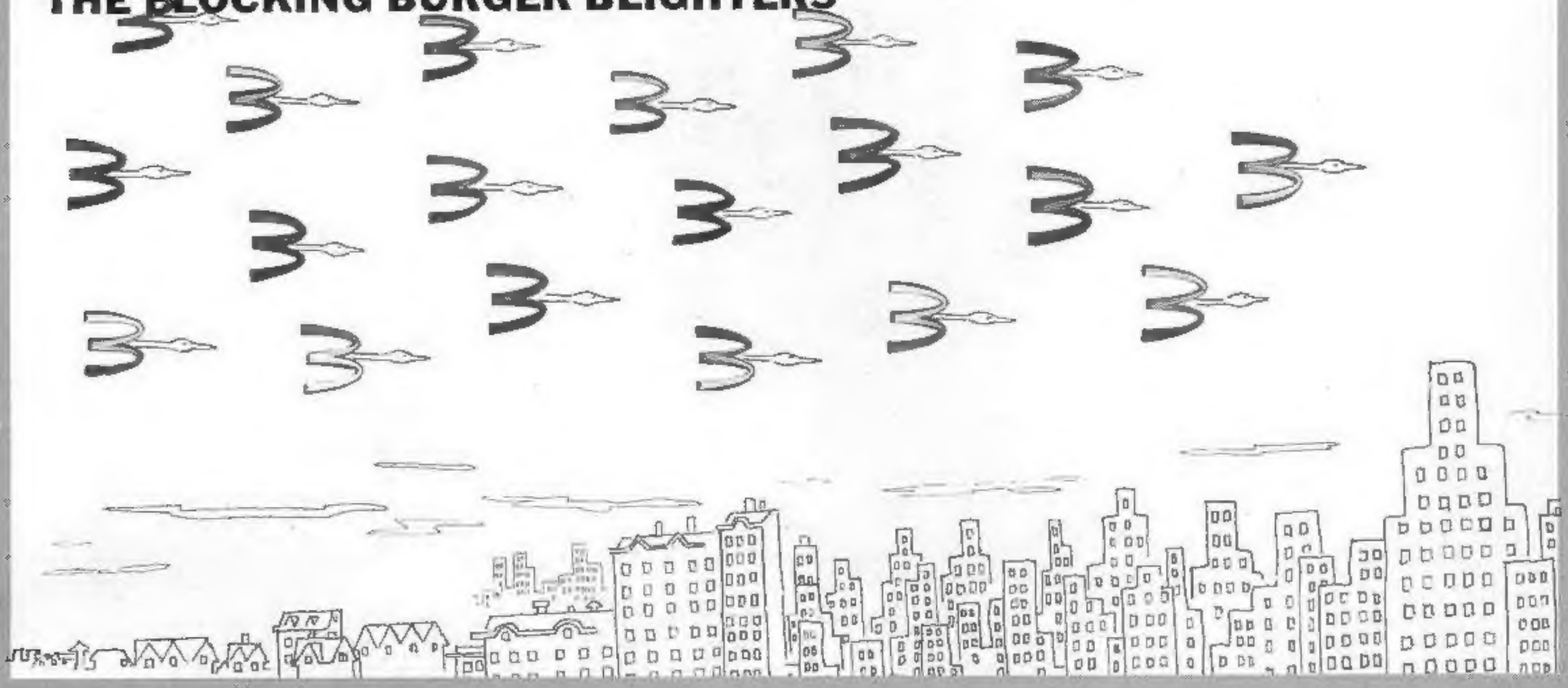
THE INSATIABLE TAX-BITER

ERING SPECIES

THE FLOCKING BURGER BLIGHTERS



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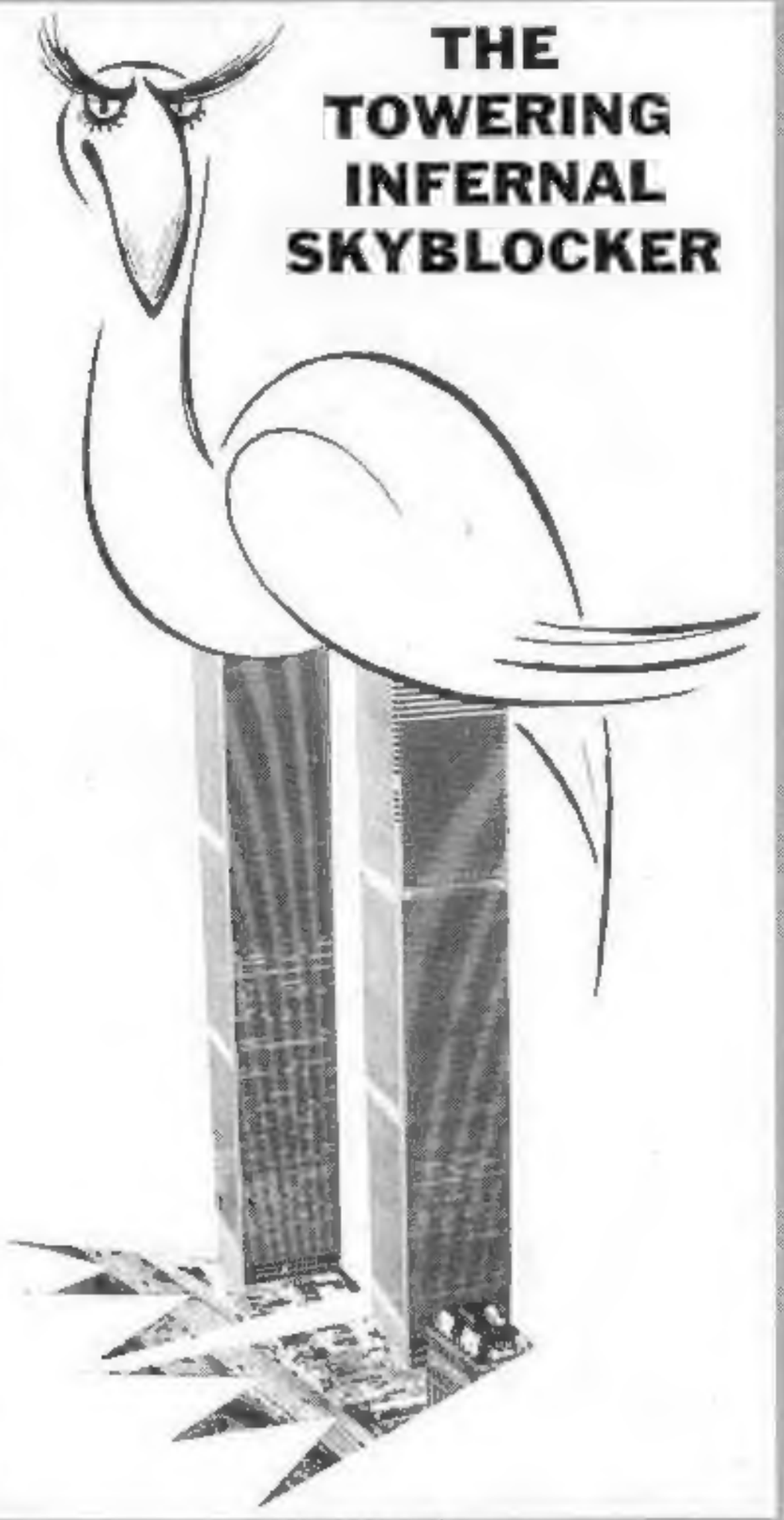
THE TOWERING INFERNAL SKYBLOCKER



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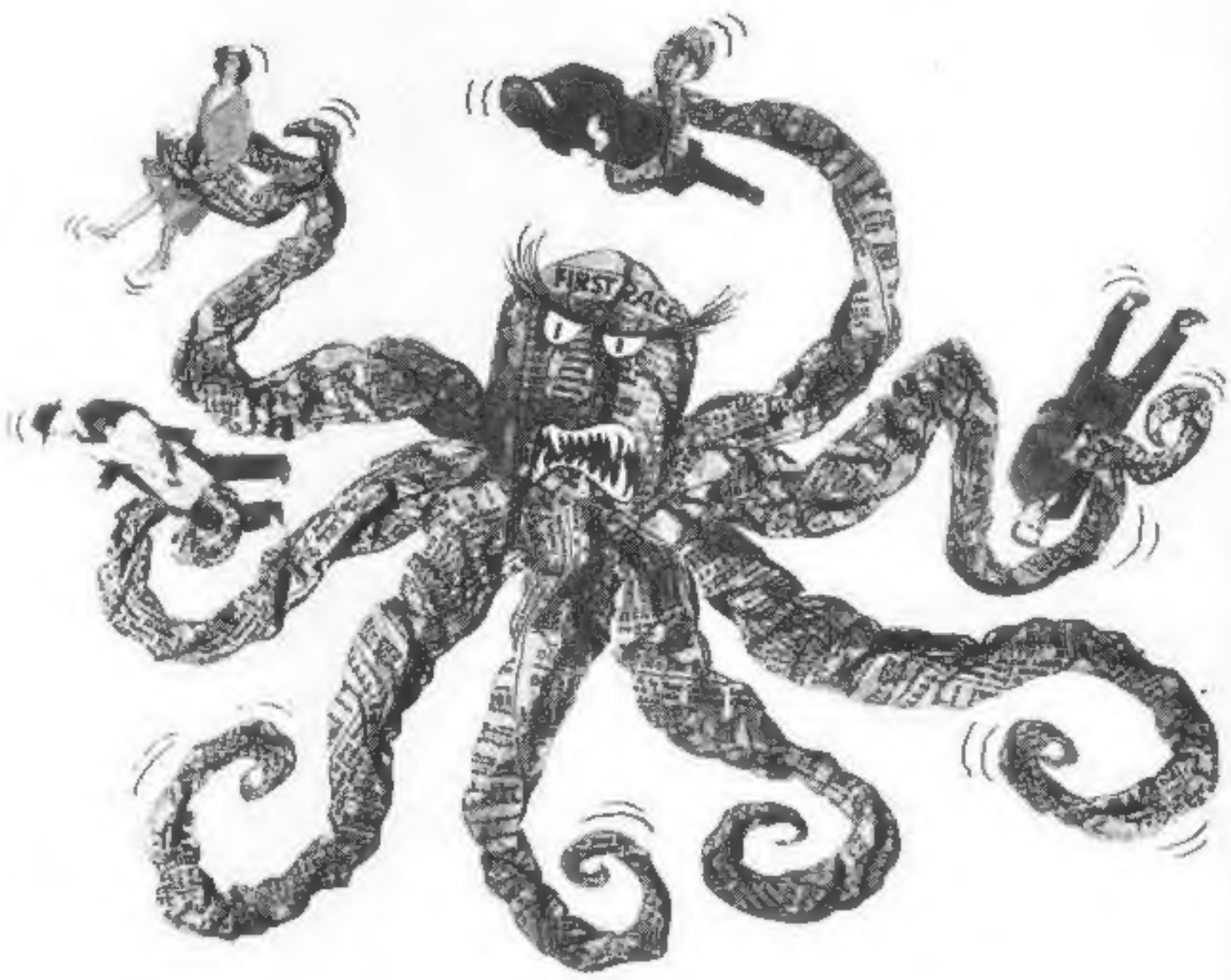

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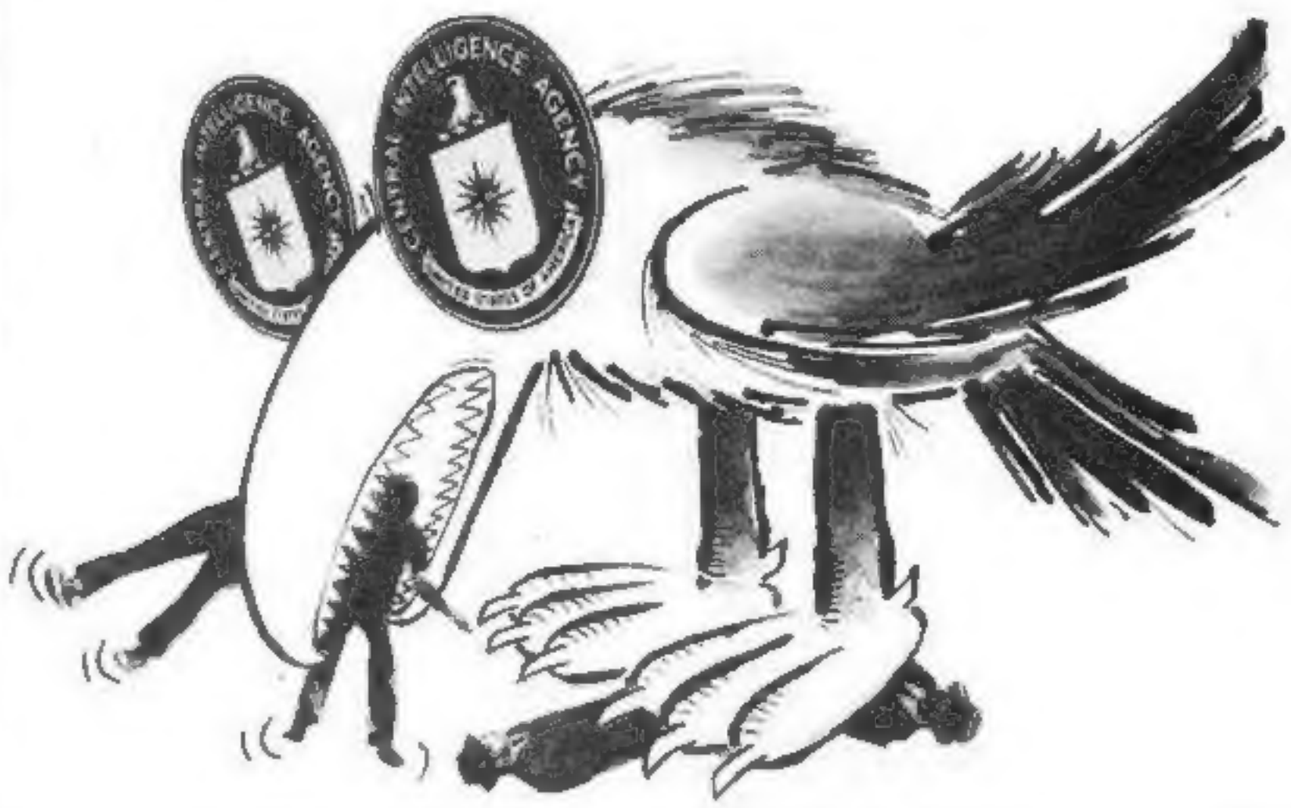
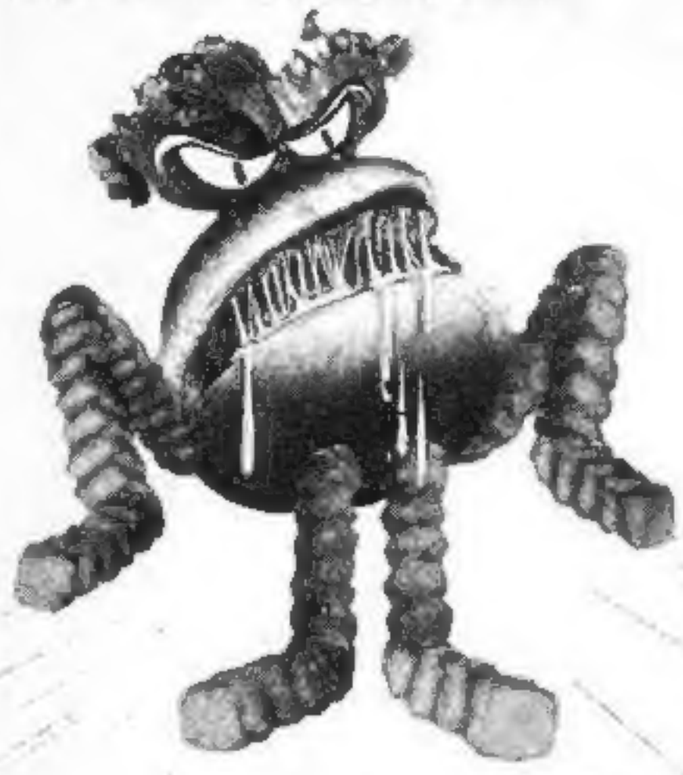
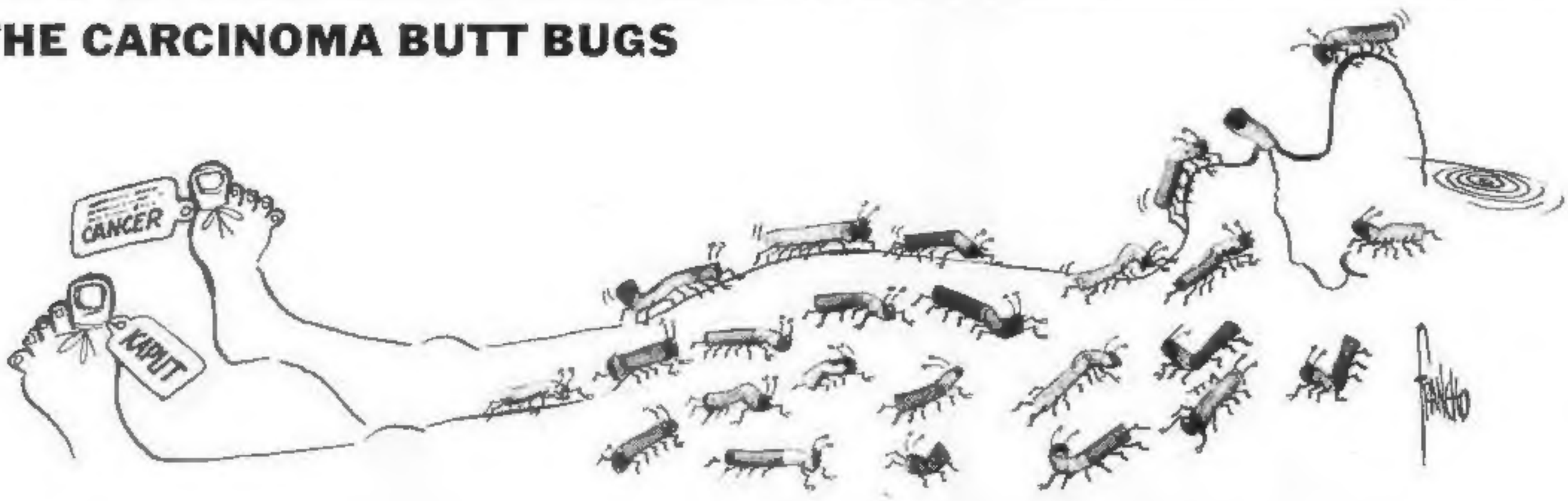


THE JUNK FOOD BELLY-BLOATER



THE CARCINOMA BUTT BUGS



BULL SCHTICK DEPT.

Hello! I'm **Dan Blather!** We all know the old saw, **"The Truth hurts!"** Well, today, in **business** and **everyday life,** the **Truth** not only **hurts,** it can be **fatal!** Which is why **"B-S-ing"**... the art of out-and-out **lying**... has almost **totally replaced** telling the **Truth,** and has **now** become our **accepted way of life** here in America! But what many of us **DO NOT know** is that there's an **Institution** today dedicated to the **teaching** of this important and highly-specialized art! Join me now as...

MAD VISITS THE NATIONAL B-S ACADEMY

ARTIST: JACK DAVIS WRITER: LARRY SIEGEL

I'm speaking to **Mr. Elwood Flam,** the **Founder** and **Chancellor** of this unusual school! Hello, Mr. Flam...

Welcome to **The National B-S Academy,** Dan, where we train the successful **executives, industrialists, professionals** and **parents** of tomorrow!

It's a **beautiful campus,** Mr. Flam ... except for **this** tacky building we're standing next to now!

Oh, **this** was built for me last year by **Calvin Brummer,** one of our **Honor Graduates! I realize** it doesn't **look** too great, but Calvin **guaranteed me** that the structure was **earthquake-proof!**

Who ever heard of **earthquakes** here in **Ohio??**

I **TOLD** you he was an **HONOR GRADUATE!!**

MAD

BS

Dan, this is our **Mass Indoctrination Center,** where we prepare our students for **General Studies** by loading up their vocabulary with **classic "B-S" phrases!**

The **check** is **in the mail!**

I'll get **back** to you on **Monday!**

Listen, I couldn't give **my own Mother** a better deal!

...and if I am **elected,** I **promise** you...

Of course I'll respect you in the morning!

We'll have our Service Man there **first thing tomorrow!**

Your **order** is **on the truck!**

I **swear,** it's only a **cold sore!**

As you can **see,** Dan... when it comes to **"B-S-ing,"** we don't B-S around! Let's move along...

EXIT

Dan, you're in luck! This is **Dr. Leo Glarm** ...one of the most esteemed Professors on our staff...

I'm very pleased to **meet** you, Dr. Glarm! **Nice day,** isn't it?!

Granted it **is** two minutes past **noon,** Sir! But we **must** consider the **Vernal Equinox** and its **relationship** to the **Greenwich Meridian!** Remember, the sun is **ALSO** transversing the **International Dateline!**

Which means there is **no definite proof** that this is **DAY** rather than **NIGHT!!**

MAD

My God! Where'd you get **HIM** from?!?

Dr. Glarm was formerly the **PR Director** for the **National Tobacco Institute!**

His job was to **convince people** that **cigarettes don't necessarily cause cancer!**

MAD

This is one of our classes in **"Domestic B-S"!** Here we teach **future parents** how to handle their **kids...**

Mr. Gibbons, in view of what we **learned** so far, how would you **punish** your child if he did something **bad?**

The same way **my old man** punished **me!! I'd belt him black and blue!!**

WRONG! With **video games** and **weight-lifting,** kids are not only **violent** today, they're **built** like **steel workers!** You **HIT** one... and they'll have to scoop you up off the **floor** with a **squeegee!!**

MAD

Remember, **always** be **VAGUE**... and **NEVER** put yourself into the position where you **MIGHT** have to **carry out** a punishment...!!

Now, Mrs. Sims ...what would **YOU** do if your child misbehaved?

I'd say to him, "Are **YOU** gonna **GET IT!!"**

Perfect, Mrs. Sims! **Excellent!** Notice, Class, she didn't say **WHEN** he's going to get it, or more importantly, **WHAT** he's going to get! That's the very **ESSENCE** of **pure Parental B-S!!**

Now, if he **STILL** misbehaves, Mrs. Sims...?

Then I **scare** him with, "You are **REALLY** gonna get it!" And if **THAT** doesn't work, I go for the **throat** with **"BOY,** are you gonna get it!" And if **THAT** doesn't—

I don't know about **you,** Dan ...but **I** always **choke up** in the face of greatness!! Let's go... we've got a lot of ground to cover...!

Oh, boy! It's **...terrific!**

Fantastic!

Don't stop!! It's **Heaven!**

Wheeeee!

What's going on in **there??**

That's our **Sexual Encounter B-S Lab!!**

SEX B-S LAB

BORRRING!

God, that was **awful!**

I don't know how I ever **stayed awake!**

Thank God it's **over!**

You mean those cries of pure pleasure were all **B-S?!** They **weren't** enjoying themselves?

Dan, I'm happy to say that all these fine men and women are **now prepared** for **marriage!!**

MAD

I'm sorry! Mr. Freen is **not at his desk!**

I'm sorry! Mr. Freen is **in conference!**

I'm sorry! Mr. Freen **just stepped down the hall!**

I'm sorry! Mr. Freen **just left for Peru!** Can **Mr. Honig** help you?

Excellent, girls! Now, as Mr. Freen continues to work on his crossword puzzle, suppose the caller wants to talk to **Mr. Honig...?**

I'm sorry!! Mr. Honig is **not at his desk!**

I'm sorry! Mr. Honig **just stepped down the hall!**

I'm sorry! Mr. Honig is **in...**

Don't tell me!! They're training to be **Personal Secretaries** for **Corporate Executives!!**

You're **catching on,** Dan! Come. There's something I want to show you outside!

MAD

Look, Dan! The latest **Pepsi Challenge** ...right here on **our campus!!**

But... they seem to **hate** it! This one is a **disaster!**

That's 'cause the **cameras** haven't started to **roll** yet!!

Hey, kids! How would you **feel** about Pepsi if I paid you **a lot of money**... and this TV exposure led to a **modeling** or **acting career?!**

Yum! Yum! I really LOVE it!

It's **better** than **Coke!**

It's better than **R.C., nectar of the gods** and **my Mother's milk!**

That's **Herbert Payola,** another of our **"Honor Graduates"!** He **INVENTED** this type of ad campaign! **Nobody** can out-B-S **him!**

I'd be willing to wager a few bucks on some of those **students!**

GULP

GULP

GULP!

Dan, this is our **Campus Hospital** where we teach **young Doctors** the latest in **Medical B-S** talk! Here is where we created that all time favorite, "There's a **lot** of it **going around!**"

Oh, yes! **That's** the one that's used when the Doctor has **no idea** what the patient's **real** trouble is!

Right! And **ALSO** those wonderful lines, "But **don't** take **MY** word for it! Get a **second opinion...!**"

Of course! **That's** when a **Brain Surgeon** sends you to his **Brother-In-Law**... who's a **PROCTOLOGIST!!**

My patient just **isn't responding** to **treatment!** I'm **worried** about him!

That **Doctor**... *chuckle* ...just said he's **worried** about his **patient!** I think that that is my **favorite Medical B-S line** of **all time!!**

Sorry to **disappoint** you, Dan, but that happens to be one of the **few HONEST expressions** you'll **hear** from a Doctor! Mainly because if one of his patients **DOES** go, that's the **end** of the **small fortune** in **fees** he's **making** from him!

This is our **Campus Rent-A-Car Agency,** run by our **students** and catering to the **public!**

FIVE DOLLARS A DAY... !! I think I'll rent one of those cars **myself!!**

Sorry, Dan, but the **"Five Dollar Car"** is **OUT!** It... *heh-heh* ... is **ALWAYS out!!** How about a **Camero** for **35 bucks** a day?

ONE "Five Dollar Car" to rent out of **600?!?** You **can't DO that!!** It's **illegal!** If the **Better Business Bureau** ever learns about this—

CAMPUS RENT-A-CAR
600 CARS FOR RENT
$5.00 A DAY
AND UP

They **can't TOUCH us!!** You forgot to read the **two magic words** on the sign!

WHAT magic words?

Right here... under $5.00 A Day"! It says **"... and up!"**

$5 AND UP

Moving right along, Dan.. this is our **Campus Religion Clinic!** Here, too, we cater to the public at large! You are looking at a **future TV Evangelist** at work! Just **listen** to the B S fly...!

...and so, my friend, I **transmit** the **everlasting strength** of the **Lord** through **MY** body into **YOURS!**

Thanks to your **generous donation** of **$850... not** to **ME,** but to the **Lord THROUGH me..** you can **walk!**

You **hear** me?!?

YOU CAN WALK!

Look, Edna. ! It's a **miracle!** I can **walk...!**

I CAN WALK!!

You could **ALWAYS walk,** Schmuck! The **problem** is, you're **DEAF... !!**

Huh? WHAT...??

What's going **on?!?** Looks like a **party!**

Oh, I forgot to **tell** you! Today is **Homecoming Day,** when our **old grads** come back for a **visit!** Listen carefully! You'll hear **TRUE PROS** in **action!**

WE-COME!!

Phil!! God, how **LONG** has it **been?**

TOO long, Ralph!

Hey . how about **LUNCH** some time??

Call me! I'm in the **book!**

We **gotta** get together **more often,** Ernie!

Gee, that sounds like your **average B-S** to **me!** Old schoolmates **meet!** They make **small talk!** What's the **big deal,** anyway?

These guys work in the **same Insurance firm** in **Cincinnati!** They all drove down here **TOGETHER** this morning for the reunion!

Wow! they **ARE** pros!

Well . I guess that's a **wrap,** Mr Flam! This should make an **interesting article** for **MAD!** And now, I'd like to close by saying, "This is **Dan Blather...**"

MAD?! I thought this was going to be a **TV Special!** Your Network **promised** this would be **televised,** Dan!! They **PROMISED...** !!

All right· So we **lied** a little! It's **no big deal!** We've **done** it **before!**

So... good night from all of us at **CBS...** and our **special thanks** to **Mr. Elwood Flam!** Remember, **B-S** is his **middle name!!**

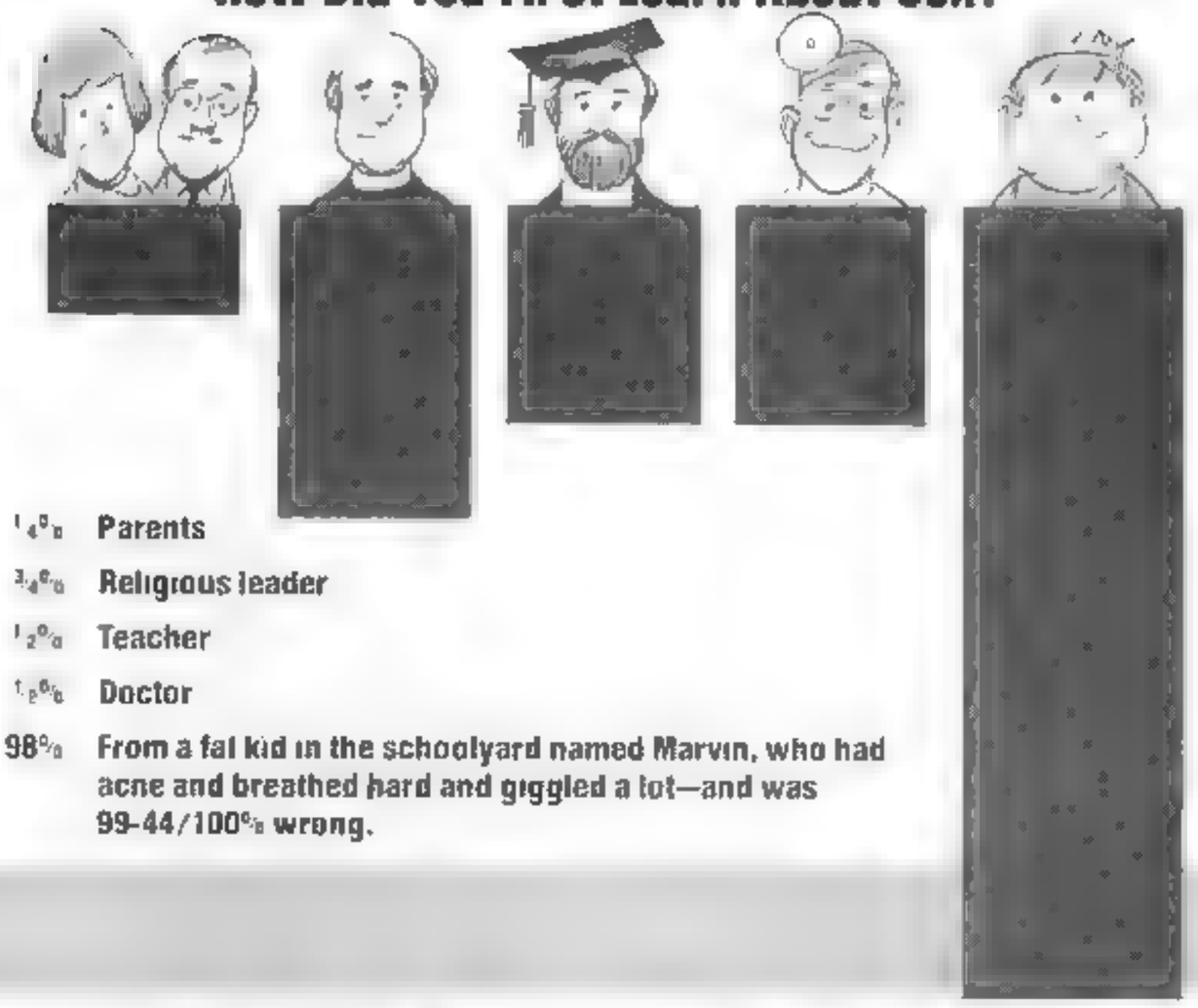
Oh, yeah ? Well, it's **ALSO** your **Network's last two initials,** and **I'm** gonna **SUE!** 95% of **all Lawyers** are my **graduates!** I'll have **new "Breach-Of-Contract" laws** passed! 95% of **Congress** went here, **too!** Also, the **President!!** And 95% of his **Cabinet!** Also 95% of—

TABOO-LATION DEPT.

In answer to the sex polls conducted by *Cosmopolitan, Redbook,* and *Playboy,* a few months ago *Mad Magazine* surveyed *our* readership in the form of a questionnaire inserted in every 4 out of 5 issues (it figures—*you* got the one out of 5 with *no* insert, right?). Well, the figures have been tabulated! We are pleased to present the exciting results of...

THE MAD READER'S SEX SURVEY

How Did You First Learn About Sex?



¼% Parents

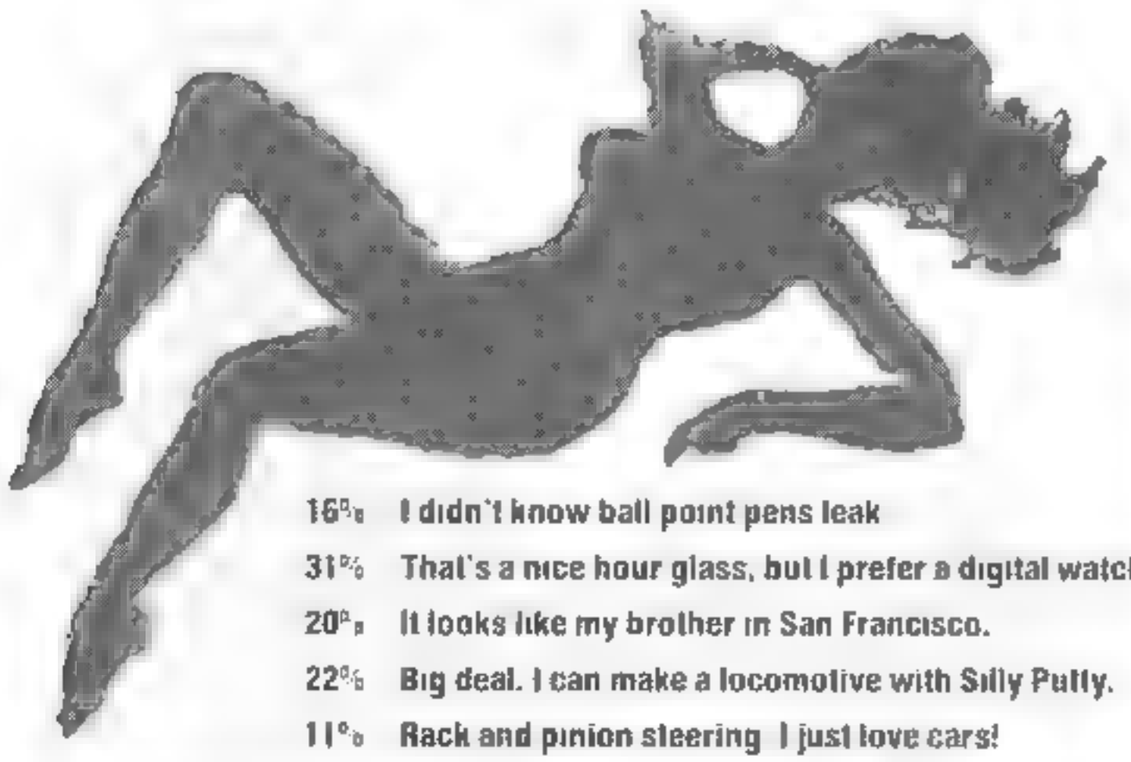
¾% Religious leader

½% Teacher

⅛% Doctor

98% From a fat kid in the schoolyard named Marvin, who had acne and breathed hard and giggled a lot—and was 99-44/100% wrong.

What Was The First Thing That Came To Your Mind When You Saw This Inkblot?



16% I didn't know ball point pens leak

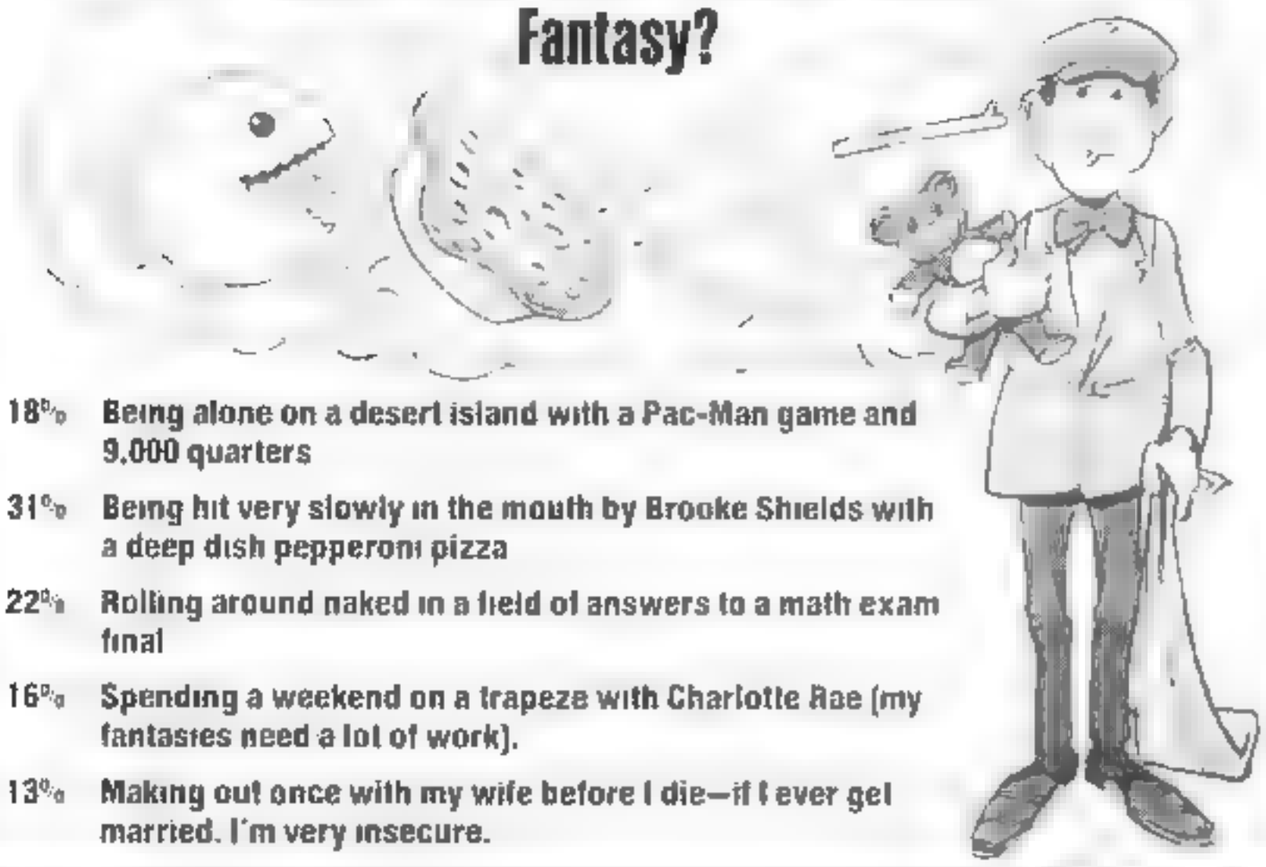
31% That's a nice hour glass, but I prefer a digital watch.

20% It looks like my brother in San Francisco.

22% Big deal. I can make a locomotive with Silly Putty.

11% Rack and pinion steering I just love cars!

What Is Your Most Exciting Sexual Fantasy?



18% Being alone on a desert island with a Pac-Man game and 9,000 quarters

31% Being hit very slowly in the mouth by Brooke Shields with a deep dish pepperoni pizza

22% Rolling around naked in a field of answers to a math exam final

16% Spending a weekend on a trapeze with Charlotte Rae (my fantasies need a lot of work).

13% Making out once with my wife before I die—if I ever get married. I'm very insecure.

ARTIST: BOB CLARKE WRITER: LARRY SIEGEL

How Old Were You When You Had Your First Sexual Experience?

17%* Nine or under

60% 10–20

11% 21–40

7% 41–80

5% Over 80

0% Over 80 who lived to be 101 after having sex

100%* 16–20 year-olds who said they were nine or under to impress friends and frat brothers and still haven't had any sex.

Whom Do You Usually Consult With Your Sexual Problems?

½% Parents

¾% Religious Leader

2% Psychiatrist

¼% I write to "Dear Abby" [as "Confused From Sheboygan"]

¼% I write to Ann Landers [as "Confused From Dear Abby"]

98% Marvin in the schoolyard [some people just never learn]

How Do You Feel About S&M?

14% Didn't know what S&M is

31% Said they liked the letters B, J, and F much better

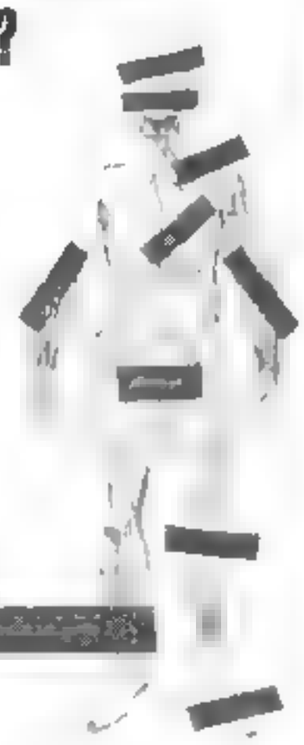
15% Thought S&M stood for spaghetti and meatballs

21% Confused S&M with M&M

19% Said they never eat candy during sex

What Do You Find To Be The Sexiest Feature In A Partner?

Eyes	5%
Lips	6%
Teeth	3%
Chin	8%
Arms	2%
Left Shoulder Blade	9%
Right ear lobe	6%
Patella	11%
Pulmonary Artery	21%
Mesenteric Vein	9%
The Empty Area Between Legs	20%*



*LEARNED ANATOMY FROM KEN AND BARBIE DOLLS

What's Your Initial Reaction To This Porno Movie Scene?

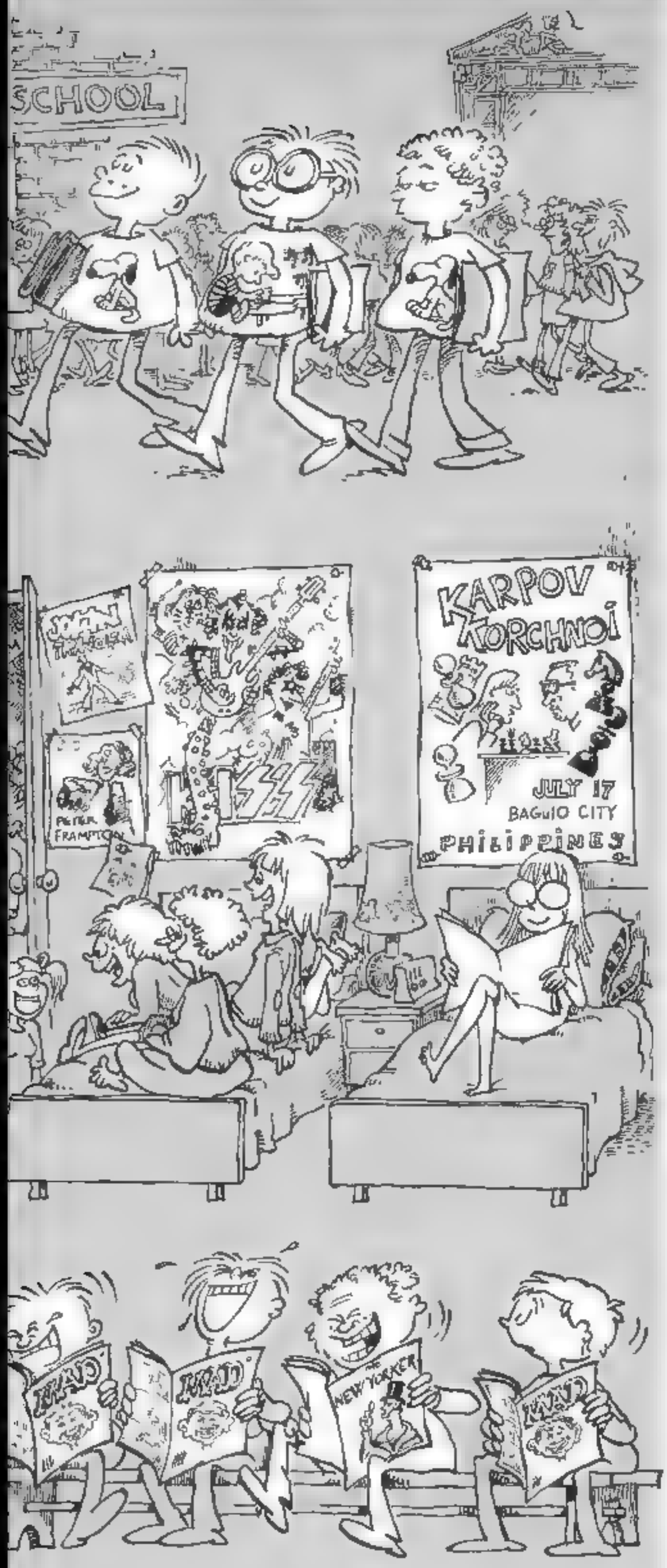
15% How come there's no night light in this bedroom?

31% Does that silly lady who broke the ceiling mirror know she's going to have seven years hard luck?

20% The man in the dress could go to jail if he rips off that "Do Not Remove" tag from the mattress

18% Doesn't the man with the whipped cream know it's not kosher to mix dairy with meat?

16% I don't think that man truly loves his tennis shoes. He's probably just trying to make his bedroom slippers jealous!



TOO ERUDITE IS INHUMAN DEPT.

WHAT IS AN INTE

ARTIST: SERGIO ARAGONES

FROM THE VERY FIRST TIME you read "Hoppy, The Playful Bunny" in some nursery school until the very last time you read "Happy, The Playboy Bunny" in some nursing home, you can expect to have your literary taste ridiculed by an unnerving, unswerving, self-serving creature known as an Intellectual Snob. Generally speaking, an Intellectual Snob is any person who knows absolutely everything about Charles Darwin and Isaac Newton, and absolutely nothing about Charles Bronson and Isaac Hayes.

MANY ASSUME that an Intellectual Snob is much smarter than other people just because he calls attention to his brilliance more frequently than other people. In truth, the average Intellectual Snob is an untalented soul who begins life as a mere babbling brook of big words, but who quickly grows into a cascading river of meaningless mouthings until he ultimately wreaks havoc by drowning those around him in a roaring flood of swirling trivia.

ONE SELDOM FINDS an Intellectual Snob working in a hock shop or constructing condominiums or playing first base for the New York Mets. More often, he turns up working in a bookshop or reconstructing Caledonian ruins or playing first flute for the New York Philharmonic. But wherever he is and whatever he's doing, you can bet that he's wearing a rumpled tweed jacket with suede elbow patches, and he's bragging that he doesn't even own a television set, and he's including his middle name in his signature, because that's the way George Bernard Shaw and Oliver Wendell Holmes did it.

IT'S EASY TO SPOT an Intellectual Snob in any crowd. He's the one reading "The Collected Works of Marcel Proust" in the subway. He's the one picking out a plaster-of-Paris bust of Mozart to give as a house-warming present. He's the one pasting a reproduction of "The Mona Lisa" inside the door of his school locker. He's the one packing for a vacation in Las Vegas because he's heard they have a great museum there. And he's the one on the floor at the discotheque who's dancing "Swan Lake."

SOME PSYCHOLOGISTS THINK that Intellectual Snobs become what they are because they secretly feel inferior. Maybe that is why they never voice an opinion about a movie they've seen until they hear what the critics think of it. Maybe that's why they subscribe to scholarly journals for the sole purpose of impressing their mailmen. Maybe that's why they tell the TV rating service they're watching "Issues And Answers" when they're really watching "Bowling For Dollars." And maybe that's why they're currently searching for their roots in the hope of finding an ancestor who was more intellectual than the ancestors of other Intellectual Snobs they know.

MOST LIKELY, EACH PERSON who assumes the jeering, sneering, domineering role of an Intellectual Snob does so for his own special reason. Chances are that Tony Randall embraced Snobbishness only because he was forced to spend his entire TV career portraying a complete ninny. And

LLECTUAL SNOB?

WRITER, TOM KOCH

Federico Fellini may have been pushed over the brink into Snobhood because he was the only Italian ever judged too incoherent to work for the Mafia. And Howard Cosell probably became the overblowing, overbearing Grand Marshal of All Snobism because people used to laugh when he appeared in public with too much shellac on his toupee.

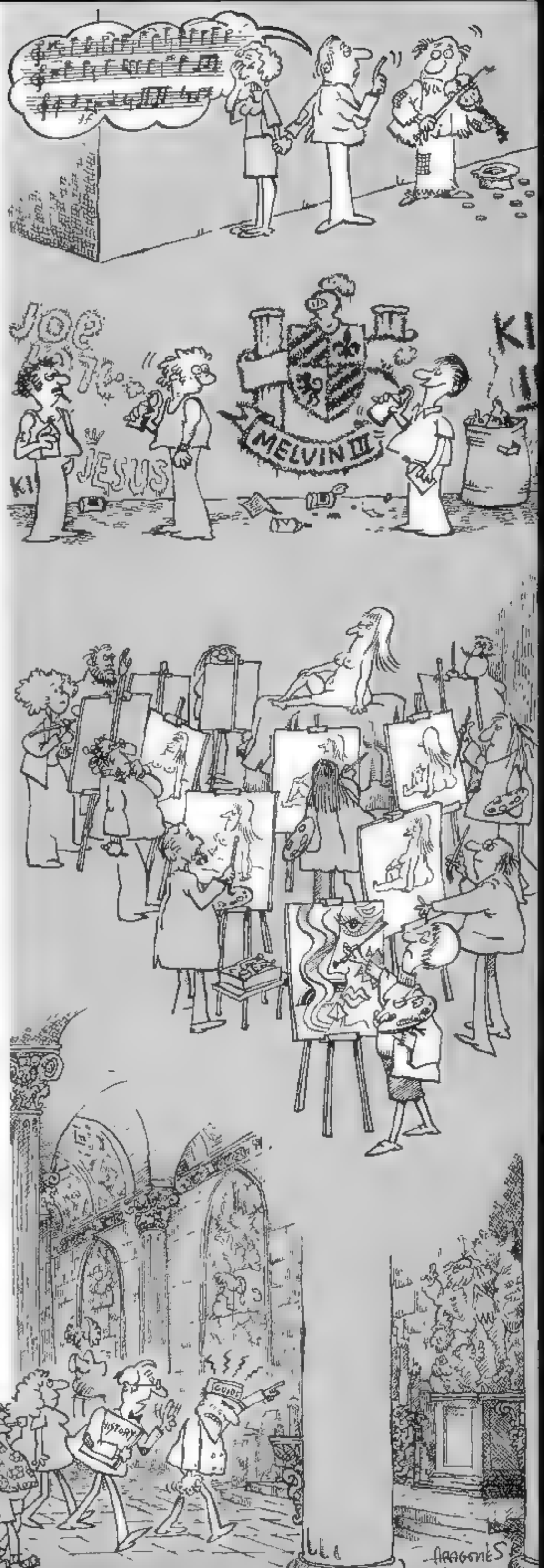
AN INTELLECTUAL SNOB'S air of aloof superiority often causes him to be thought of as nothing but a tightly closed mind attached to a wide open mouth. In reality, he is much much more. An Intellectual Snob is Mature Wisdom sporting a personalized auto license with his I.Q. number on it; Warm Generosity eager to share his knowledge of correct grammar with the less fortunate; Deep Humility wearing a glow-in-the-dark Phi Beta Kappa key; and a Veritable Fountain of Fatherly Advice who never had any children of his own because he never got married because he never found a girl who was good enough for him . . . or could even stand to go out with him.

STRANGE TO SAY, the world probably needs Intellectual Snobs. After all, somebody has to be the television news analyst who explains what the President just said in a speech that we could all hear for ourselves. And somebody has to wade through those long articles in "The New Yorker" that come between the cartoons. And somebody has to buy tickets to see Orson Welles perform, even though his last notable performance was in 1941. And most important of all, somebody has to translate Rod McKuen's poetry into French for the benefit of other Intellectual Snobs who think it's too lowbrow to read in English.

NO ONE REALLY KNOWS what strange internal chemistry produces these pontifical purveyors of profound prattle. Some Intellectual Snobs seem driven by an invisible force to learn everything about the ballet because they can't understand anything about football. Others seem compelled to acquaint themselves with poor 15th Century Flemish painters because they can't acquaint themselves with any rich 20th Century Rock Stars. Still others seem obliged to quote long passages from Shakespeare because they don't have any thoughts of their own that bear repeating.

NATURALLY, ANYONE who talks so much while saying so little is bound to make a few questionable statements. But the Intellectual Snob prefers not to have any of his remarks challenged, no matter how absurd they are. And Heaven help those who dare to ask where he got the idea that chimpanzees hold conservative political beliefs, or that long buried Hindu scrolls warn against eating canned tuna fish, or that putting fluoride in our drinking water led directly to the Alaska Earthquake of 1964. The true Intellectual Snob will quickly defend his pronouncements by flashing a superior smirk, and replying with the same contemptuous words that he has uttered so often before:

"I WOULDN'T EXPECT YOU TO UNDERSTAND"



DOUBLE-BUBBLE DEPT.

Did you ever stop to think that what you say isn't what you always mean? In other words (See? What *we* say isn't what *we* always mean, either!), we usually have two conversations going on at one time. First, there are words that

THE "INS" AND "OUTS" O

ARTIST BOB CLARKE WRITER LARRY SIEGEL

AT FUNERALS . . .

Melvin Twilley was **more** than a **devoted Husband** and **Father!** He was also a **dear Friend!** I **never** heard him **complain!** I never heard him say an **unkind word!**

*I never even **knew** the guy! I never heard him say **ANYTHING!***

Oh, **Melvin,** my **darling!** I'm all **alone** now! What will I **do** without you! How could you **leave** me like this!?

Idiot!** Why didn't you take out that **$100,000 policy** while you had the **chance!?!

There, there, Eloise! Just **remember** he gave you thirty years of **happiness** and a lifetime of **memories!** That's all you should **think** about now!

*I wonder if it's **too soon** to ask her about the **apartment?***

Thanks for giving Dad this **simple, dignified funeral,** Mr. Hotchkiss!

*It **wouldn't've** been so simple if we'd bought that **bronze coffin** you tried to stick us with!*

AMONG ARTISTIC TYPES . . .

Armand, it—it's **inspired!** To **me,** it represents **Mankind** trying to withstand the **crushing inevitability** of the **nuclear holocaust!**

*Actually, it looks more like a **crippled chicken!***

More than that, it **also** connoted **undying optimism** standing firm before the fury of a **world gone mad!**

Holy cow!** And all along, I just thought I was making a **crippled chicken!

APPLYING FOR JOBS . . .

This is a **fine opportunity** for you to **grow** with our **firm,** my boy! Don't look at it as a **job** . . . but as a **life-time career!**

*I only **need** this clod for the **big Holiday Season rush!** Then, **I'll kick him out** on his **ass!***

This is a **dream come true** for me Mr. Fink! Just think . . . a chance to learn the **Retail Business** from the **ground up!**

*All I want is to **take** this **idiot** for **$200,** then I'm **off to Mexico** for the **Holidays!***

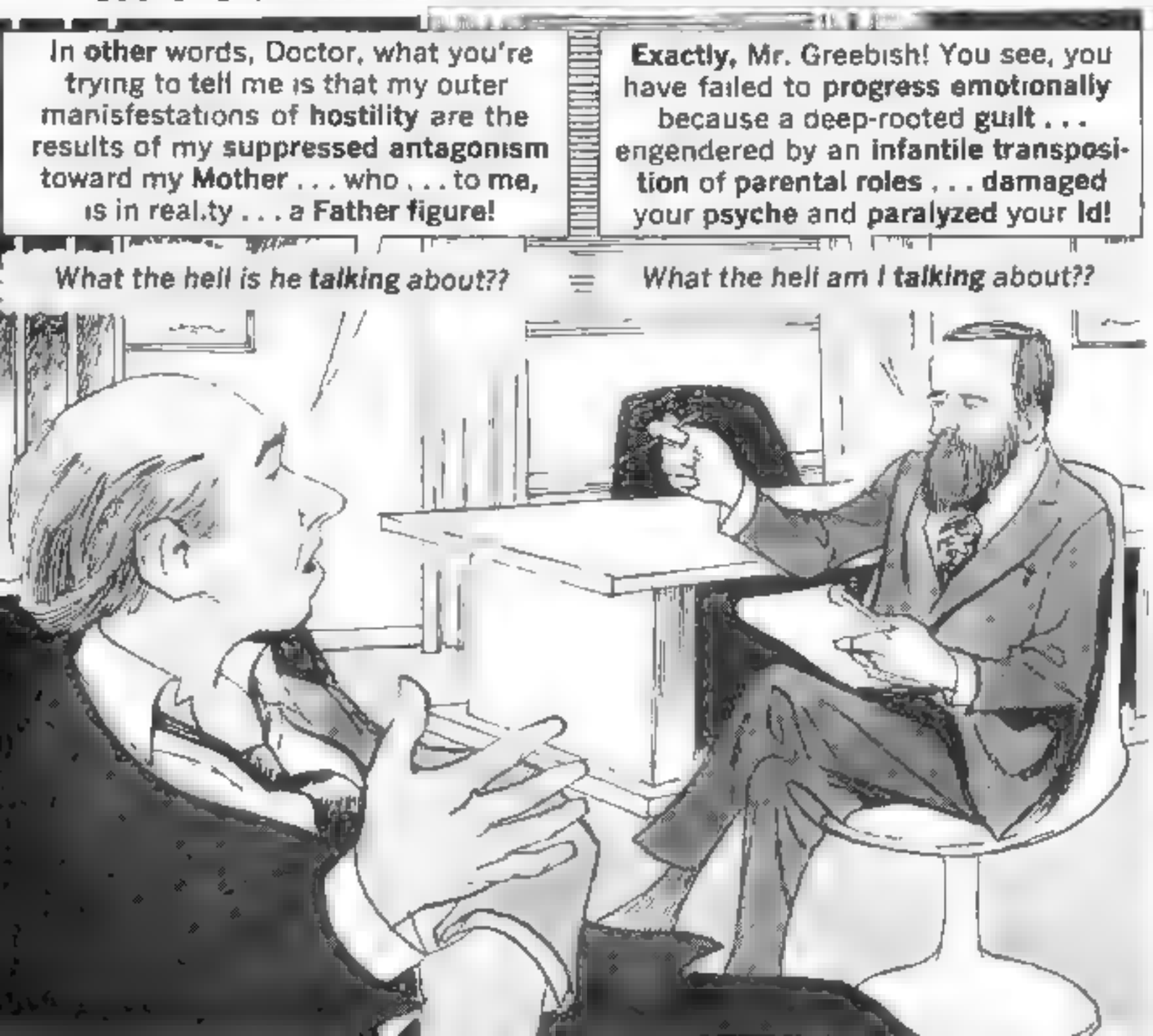
we *speak* which people *hear* . . . and then there are the words that we *think* . . . usually what we *really* mean to say . . . which *nobody hears*. In short, we speak with an "inner" voice and an "outer" voice. You'll see what it's all about in

F DAILY CONVERSATION

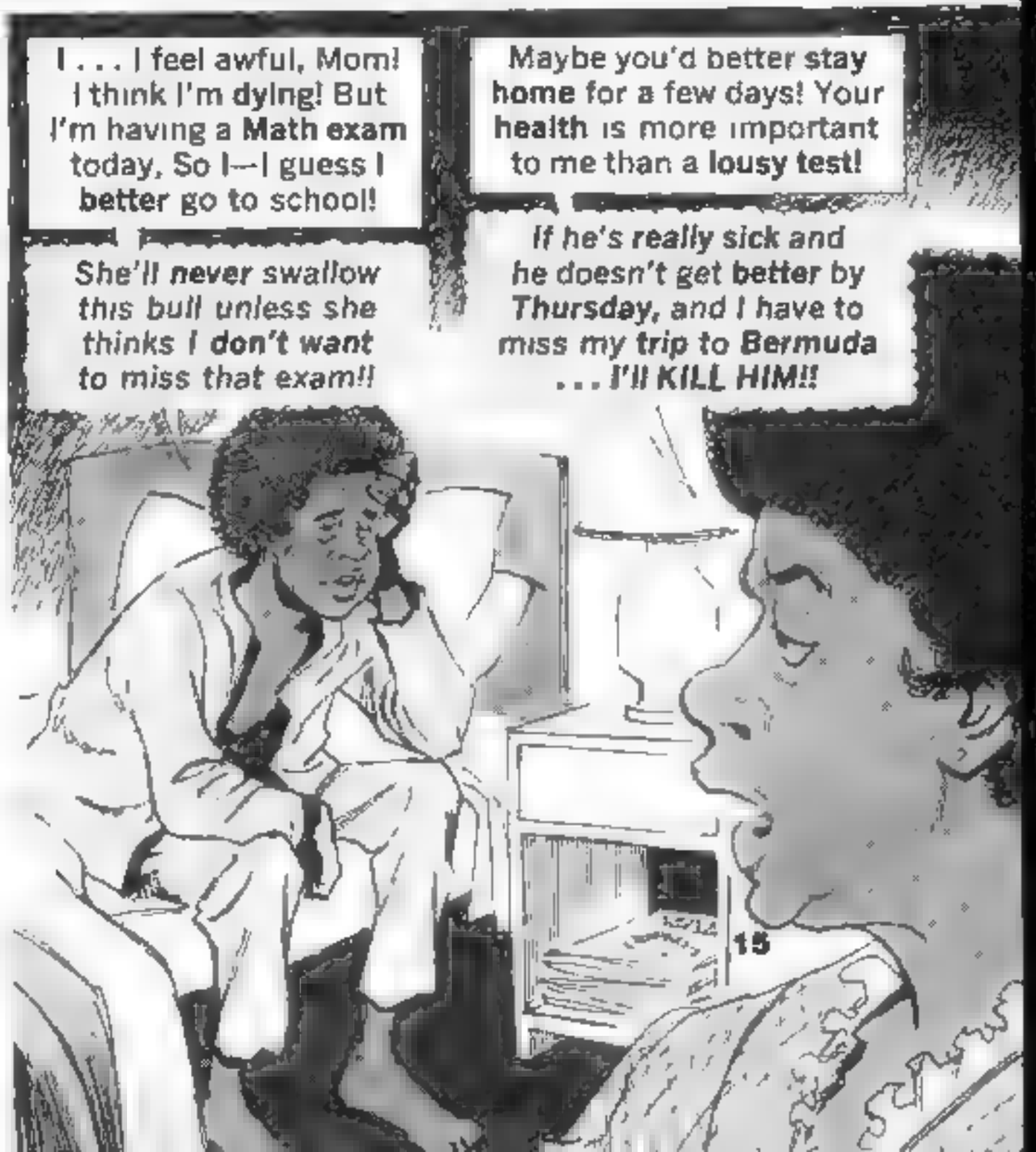
AT COCKTAIL PARTIES . . .

Hi! I'm Norman! You're the first intelligent-looking sensitive girl I've met all evening!
I wonder if she swings?
Hi! I'm Walter! Isn't it a crime the way the Chemical Companies are destroying the Earth's ozone layers?
I wonder if she swings?
Hi! I'm Daryl! Don't you find Ingmar Bergman's use of symbolism much more effective than Fellini's?
I wonder if she swings?
Hi! I'm loaded! Do you swing?
If she says "Yes!", I'll fly her over to Monaco . . . mess around with her for a week or so . . . and then dump her!
Yes!
No!

IN PSYCHIATRISTS' OFFICES . . .


In other words, Doctor, what you're trying to tell me is that my outer manisfestations of hostility are the results of my suppressed antagonism toward my Mother . . . who . . . to me, is in reality . . . a Father figure!
Exactly, Mr. Greebish! You see, you have failed to progress emotionally because a deep-rooted guilt . . . engendered by an infantile transposition of parental roles . . . damaged your psyche and paralyzed your Id!
What the hell is he talking about??
=
What the hell am I talking about??

WITH PARENTS . . .


I . . . I feel awful, Mom! I think I'm dying! But I'm having a Math exam today, So I—I guess I better go to school!
Maybe you'd better stay home for a few days! Your health is more important to me than a lousy test!
She'll never swallow this bull unless she thinks I don't want to miss that exam!!
If he's really sick and he doesn't get better by Thursday, and I have to miss my trip to Bermuda . . . I'll KILL HIM!!

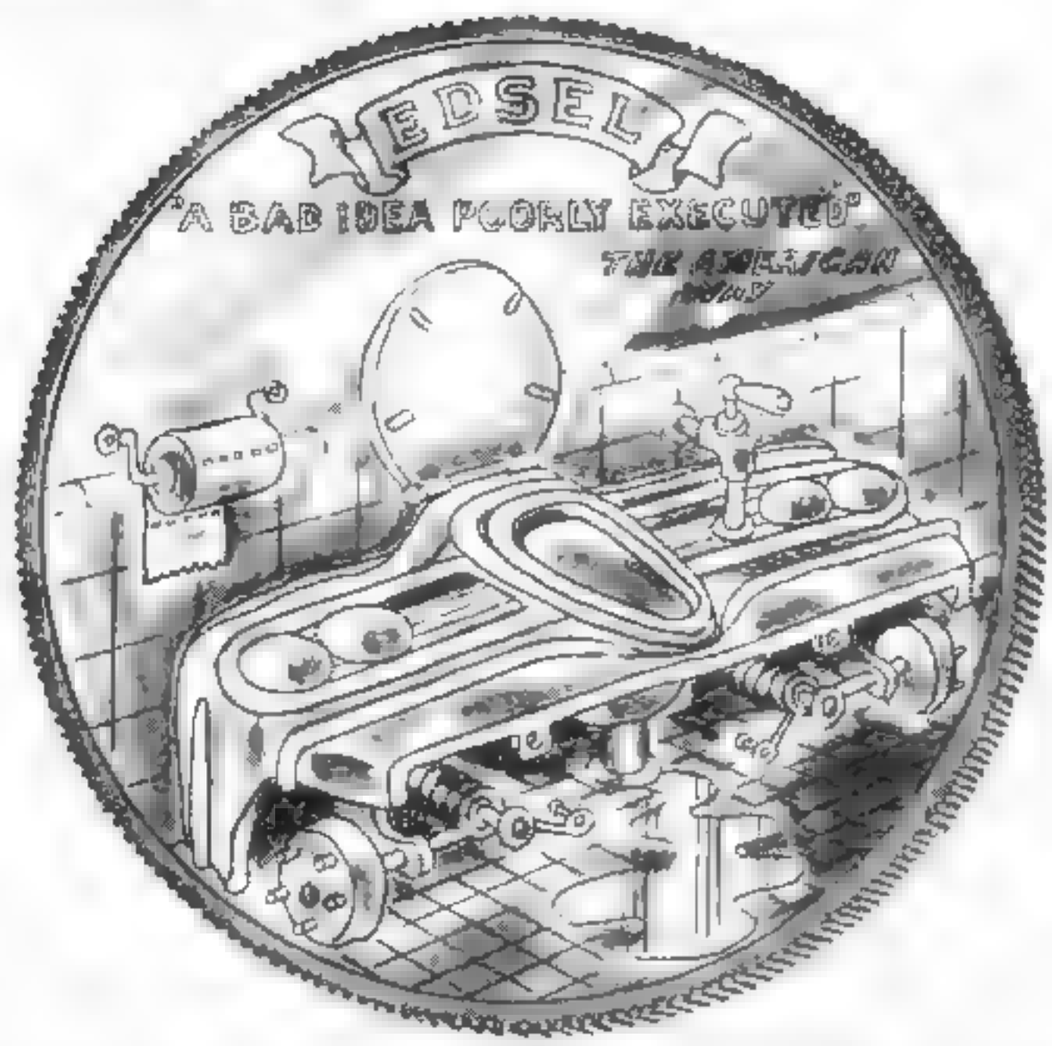
To make the 1984 Olympics seem like an even bigger deal, the U.S. issued a series of "commemorative coins" marking the event. But MAD suspects that this was merely a scam to scrape up extra revenue. If you doubt it, just look in the dictionary where "commemorative" is defined as "anything that brings an event from the past back into our rememberance." So how were we expected to remember the 1984 Olympics before they occurred? For that matter, who needed

COMMEMORATIVE THAT MIGHT OTHERW

THE A.B.A. MEMORIAL QUARTER

ARTIST- AL JAFFEE

THE EDSEL MEMORIAL NICKEL



to be reminded about them, considering all the publicity they got! Obviously, the coins were just a shifty scheme to make a fast buck. MAD believes that future government plans to put out commemorative coins should follow a more honorable course. From now on, let's use these specially issued coins to recall some of our nation's less celebrated, but equally important individuals and events. You'll understand what we're talking about after studying these

COINS FOR THINGS VISE BE FORGOTTEN

THE BAG LADIES' TRICENTENNIAL HALF-DOLLAR

WRITER: TOM KOCH

THE DIOXIN DISASTER DIME

THE U.S. NEUTRALITY TWO-CENTS PIECE

THE CAR CRASH DOLLAR

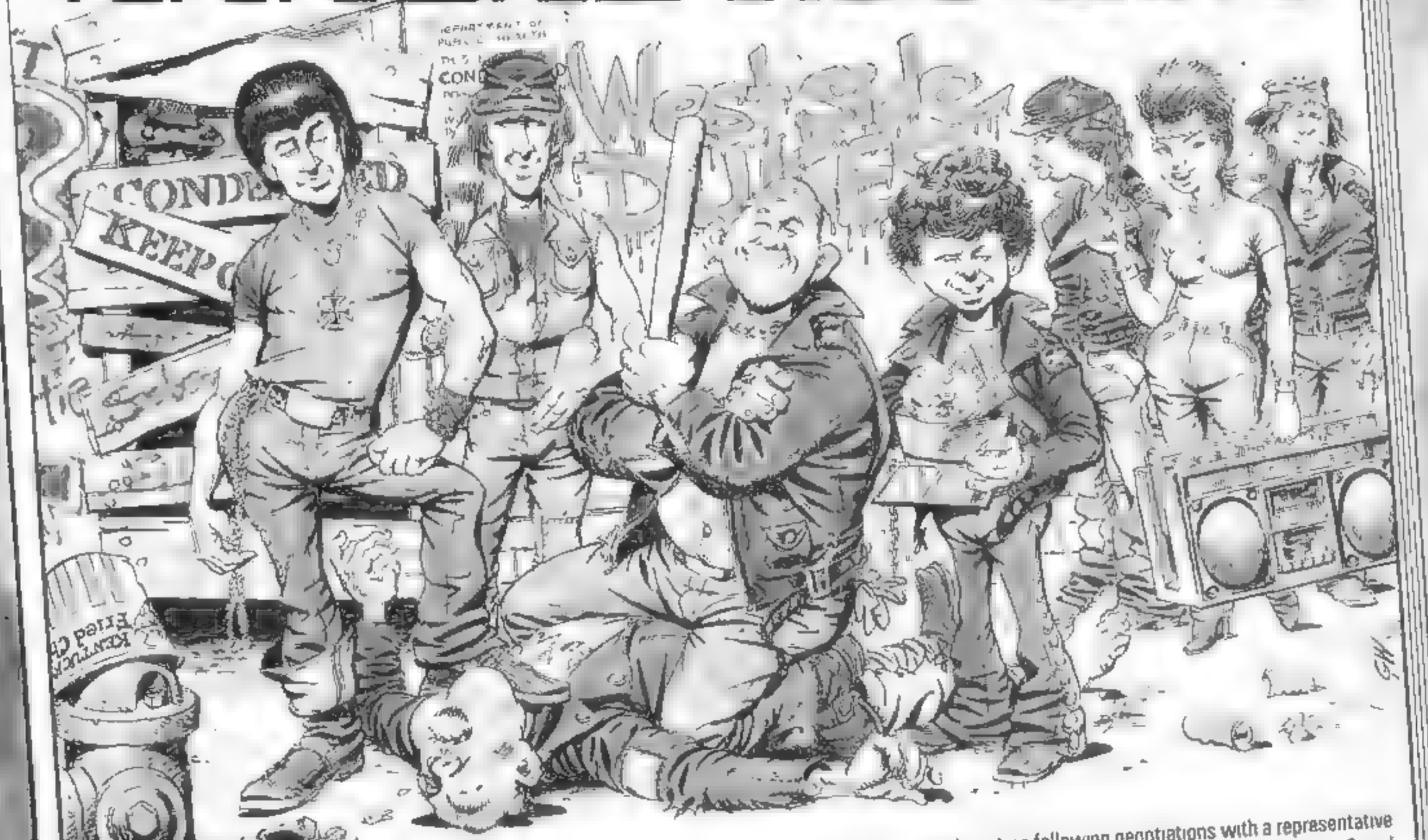
THE COMPUTER JUBILEE HALF-DOLLAR

BULLYISH ON AMERICA DEPT.

One nice thing about big corporations is they all issue Annual Reports to tell the public what they've been doing during the past year, and what their plans are for the year ahead. On the other hand, one scary thing about neighborhood street gangs is: they never tell the public about their recent activities, and even worse, they never make any announcements about what they plan to do next. MAD envisions a time when lawmakers will rule that the creeps of local gangs are in business for profit, just like the creeps of legitimate companies, and that the young punks are equally obligated to give the public an accounting of their affairs too, in something like

A STREET GANG'S ANNUAL REPORT

West Side Dukes, Inc.



Executives of your West Side Dukes pose in front of corporate headquarters following negotiations with a representative of the Silky Sultans to extend Dukes turf to the west side of Brimmlek Street. Pictured (left to right) are Board Chairman Futzler, Promotion Director Weasel, Security Officer Wingo, unidentified negotiator for Silky Sultans and Dukes' Junior Brigade Leader Henshaw. (Note representative of Ladies' Auxiliary in the background as she entices passers-by to attend a social event of the type that helped keep your corporation financially sound in 1983.)

1983 ANNUAL REPORT

ARTIST: GEORGE WOODBRIDGE · WRITER: TOM KOCH

ANNUAL MESSAGE FROM THE HEAD HONCHO

HEAD HONCHO FUTZLER is seen here enhancing your corporation's image by hanging out near the newly acquired corner of 23rd and Brimmlek. Mr. Futzler devoted many late evening hours to such executive duties, but skimmed off less than $10,000 from the Dukes' treasury for his efforts.

The 12-month period just completed has been one of organizational rebuilding for your West Side Dukes. Two of our Inner Council members reached the mandatory retirement age of 26 last year, nine other Dukes departed for long terms in the slammer as a result of legal misunderstandings, and one member was expelled for moving to a better neighborhood, enrolling in night school and displaying other signs of emotional instability.

This manpower drain made it necessary to dip into the ranks of our Junior Brigade and promote several promising pre-teen loudmouths to positions of responsibility before their Brutality Training had been fully completed. As a result, receipts from shakedowns and muggings declined by 14 percent, while the snatching of Social Security checks from Senior Citizens barely kept pace with the previous year's activity. Even more damaging to our corporate image was an incident in which an 83-year-old intended victim spanked a Junior Brigade member for trampling her petunias.

Your gang management feels certain that growing maturity and increased ruthlessness will enable the Dukes to return to a healthy financial growth pattern in all divisions during the coming year. The turf we control already has been expanded to several new commercial areas, where lily-livered store owners are expected to knuckle under to our extortion demands. In addition, the ransacking of school lockers should become an increasing money maker, thanks to our recent affiliation with a "fence" who specializes in hot textbooks, used galoshes and restorable mittens.

Steps also are under way to enhance the Dukes' psychological advantage over the local citizenry through the use of new terror tactics. Leather jackets emblazoned with a glowering portrait of Sylvester Stallone have been ordered for all members. The organization's official '64 Chevy staff car has been equipped with a tape recorder that plays frightening tire squeal sounds, even when it is parked. And local first graders are being systematically run up their school flagpoles by one ankle for withholding any part of their weekly allowance from our collection agents.

All in all, your West Side Dukes have embarked on a program of growth that will make every member and friend proud to be affiliated with our fine organization. Those of us on the management team have set high goals for increased profitability and gang image during the coming year, and you may rest assured that blood will flow in the streets until those levels are achieved.

Respectfully submitted,
Marvin L. (Raunchy) Futzler
President & Chief Enforcing Officer

A FIRM BELIEVER IN EDUCATION, President Futzler is shown educating a senior resident of 26th Street about the dangers of failing to cooperate with the Dukes. After only one lecture, he willingly donates his monthly Social Security money to our Corporate Health and Recreation Fund

ON MR. FUTZLER'S ORDERS, the Dukes' Staff Car remained in use to take enemies for a ride, despite a frequent shortage of cash for needed parts. Thanks to this policy, your organization used only $205 worth of gasoline last year, $198 of which was obtained with "borrowed" credit cards.

LADIES' AUXILIARY RECOUNTS A PULSATING YEAR

AN UNIDENTIFIED LADIES' AUXILIARY MEMBER (Call 555-8340 and ask for Vera) displays entrapment skills that set up many prominent members of rival gangs for needed punishment by your Dukes in '83.

Flashing the type of dazzling femininity that can be attained only through the use of $386.40 worth of purple lipstick and 29 quarts of high powered domestic perfume, the West Side Dolls made 1983 a year that was groovy to the max.

The Dolls, a wholly owned subsidiary of your West Side Dukes, established an enviable new record by luring 134 dudes from rival gangs into traps, where they were subsequently clubbed, tromped or razored by male members of our organization. More than 80 of these successful set-ups were staged at the Passion View Drive-In Theater, right under the noses of fuzz from the Juvenile and Vice Squads who had staked out the area. Natch, the girls were all proud of their ability to make fools out of the pigs for the good of the Dukes' corporate image.

Looking ahead to fiscal 1984, the Ladies' Auxiliary hopes to expand into the more profitable areas of rolling drunks in the alley behind the Oasis Bar, and extorting money from non-gang girls at knife point in the rest rooms at Dillinger Memorial High School. In addition, we shall continue to inspire our organization's male members to greater achievement with our irresistible charms.

Love and XXXXXs,
Roxie Dimbauer,
Leading Sexpot

NEW STRIDES REPORTED BY JUNIOR BRIGADE

Members of the Dukes' Junior Brigade didn't take no guff off nobody in 1983. We think this was very macho of us, considering that we now got some members which are only six years old, making them too short to defend themselves except by biting grown-ups on the knee caps, which is what they do.

Even though we ain't quite tough enough to be full-fledged Dukes because we still spit like girls, we was plenty tough to hassle the little wimps in kindergarten out of $157 in milk money during '83. That was lots more than the $85 the year before. Mostly, we hassled the little wimps for more loot because we was tougher. But partly, it was because of milk going up to 25¢ a day from 18¢, which meant the little wimps had to bring more cash from home to buy it, except they never got a chance to buy it anyway because we hassled them for the money first.

All the dough we collected from hassling the little wimps was turned over to the Dukes, excepting for $22.50 which we spent on dirty books for our clubhouse library, and on flowers for Iggy Bostscomb after he got hurt for talking back to a mean guy with a big dog.

Your pal,
Shorty Henshaw,
Top Junior Pest

A JUNIOR BRIGADE MEMBER is seen here capitalizing on wishy-washy civic policy that lets most young offenders return to the streets with only a stern warning. Failure to make incorrigible tykes do hard time is viewed as a weakness from which your Dukes can profit in the future.

ADVERTISING & PROMOTION DEPT. ACHIEVEMENTS

DUKES' NEW CORPORATE LOGO highlighted promotional graffiti in '83, and helped enhance the gang's reputation as a leader in the growing field of cold blooded violence. [Photo provided through courtesy of intimidated Municipal Bus Line officials.]

Innovative designs in spray-painted graffiti were created and widely displayed by your organization to heighten its name identification among the general public in 1983. As the mutilated interior of the city bus shown on this page clearly illustrates, our new Bloody Dagger corporate logo did much to terrorize commuters throughout the area serviced by the West Side Dukes.

The Advertising & Promotion Department is pleased to state that this broadened graffiti effort was achieved on a smaller budget than anticipated, due to the fact that 92 per-cent of the spray paint was stolen in 1983, up from only 67 per-cent during the previous 12-month period. In addition, the sniveling owner of Herb's Paint & Wallpaper Shop was induced to donate supplies in exchange for keeping his building untorched by your organization. Even greater generosity by Herb is expected in fiscal 1984, following his recent conference with representatives of our Sledgehammer Patrol.

Best Regards,
Weasel-348
Advertising & Promotion Director

PLANNING DIVISION REVEALS GOALS FOR '84

For the year ahead, your organization has adopted the twin objectives of continued financial success, coupled with a growing role for the Dukes in West Side gang brutality. Receipts from shakedown programs are expected to show a 20 percent gain, thanks to efficient new persuasion methods. In addition, our angel dust and coke smuggling pipeline into the State Prison should become fully operational by mid-1984. Most important, plans will soon be implemented to blast the Ninth Street Ramblers for deliberately spilling out potato salad at last year's All-Gang Picnic.

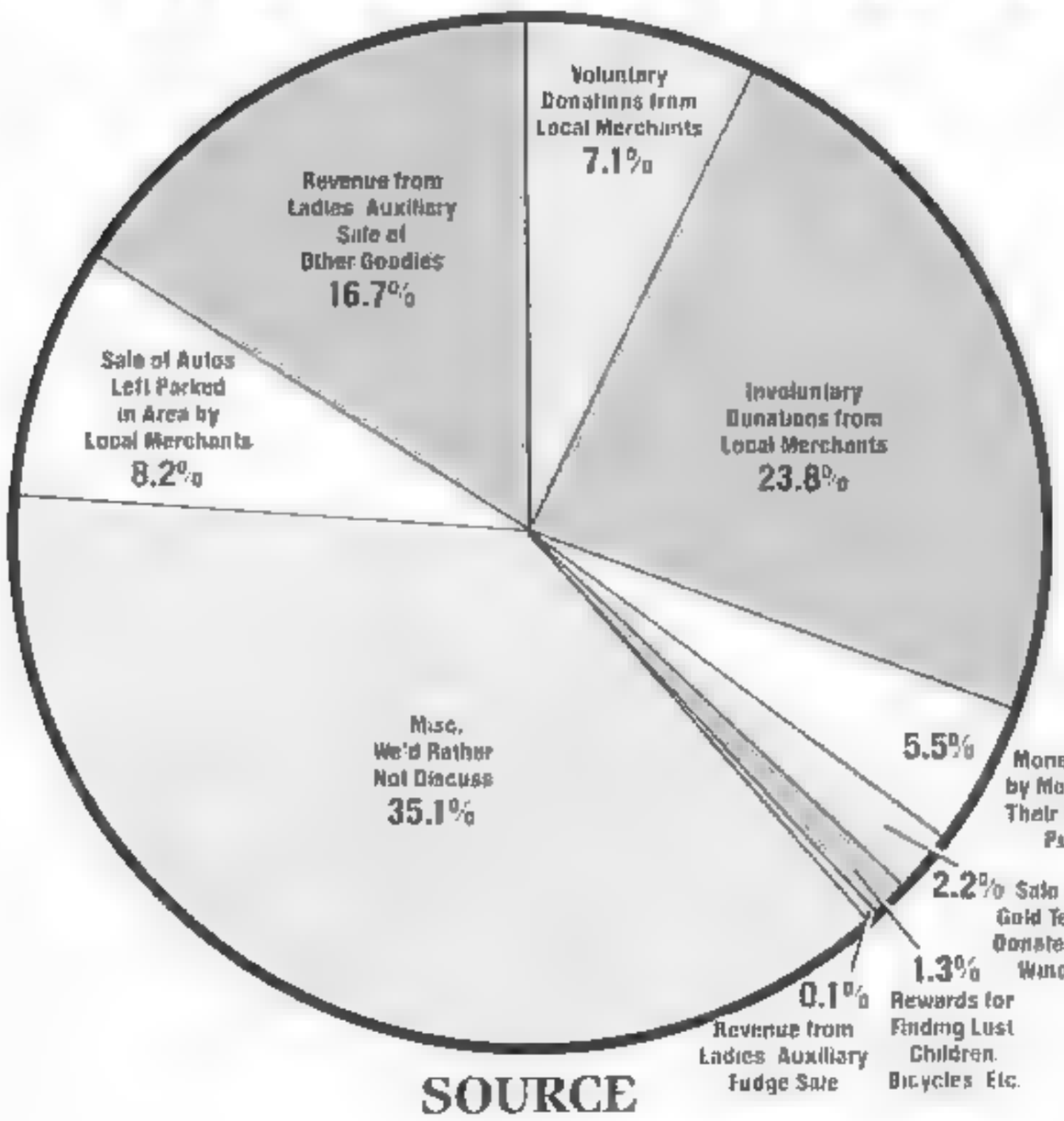
As many of you are aware, the Potato Salad Incident merely heightened the need for revenge, which has existed since a Rambler punk said a nasty thing about Raunchy Futzler's sister on New Year's Eve of 1979. Every redblooded member of the Dukes has seethed over that outrage, even though Raunchy's sister is no prize, and the nasty thing said about her was true.

A $654.28 Special Fund has been raised to purchase tire irons, bicycle chains, napalm and other equipment needed to retaliate against the Ramblers. Your Planning Division is pleased to announce that this blood bath is now scheduled for blast-off during the second quarter of fiscal '84.

Onward to the future,
Four Eyes Wepley,
Director of Planning

PLANNING DIVISION LEADER WEPLEY displays a portion of "playground equipment" cache stockpiled by Dukes for use in upcoming "games" against Ninth Street Ramblers. Scheduled mayhem will do much to boost Dukes' macho image, especially in their own opinion

FISCAL 1983 AT A GLANCE



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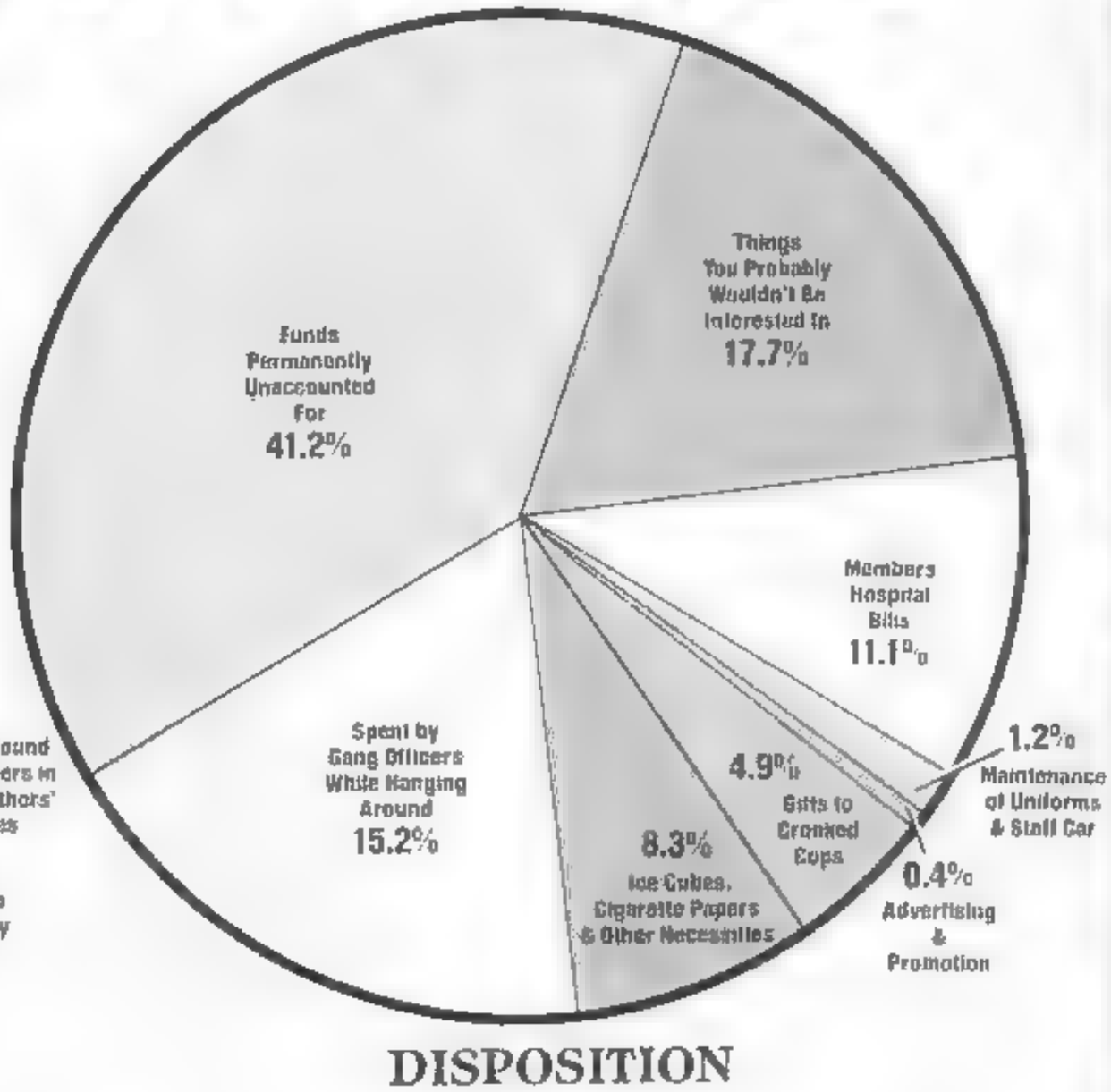
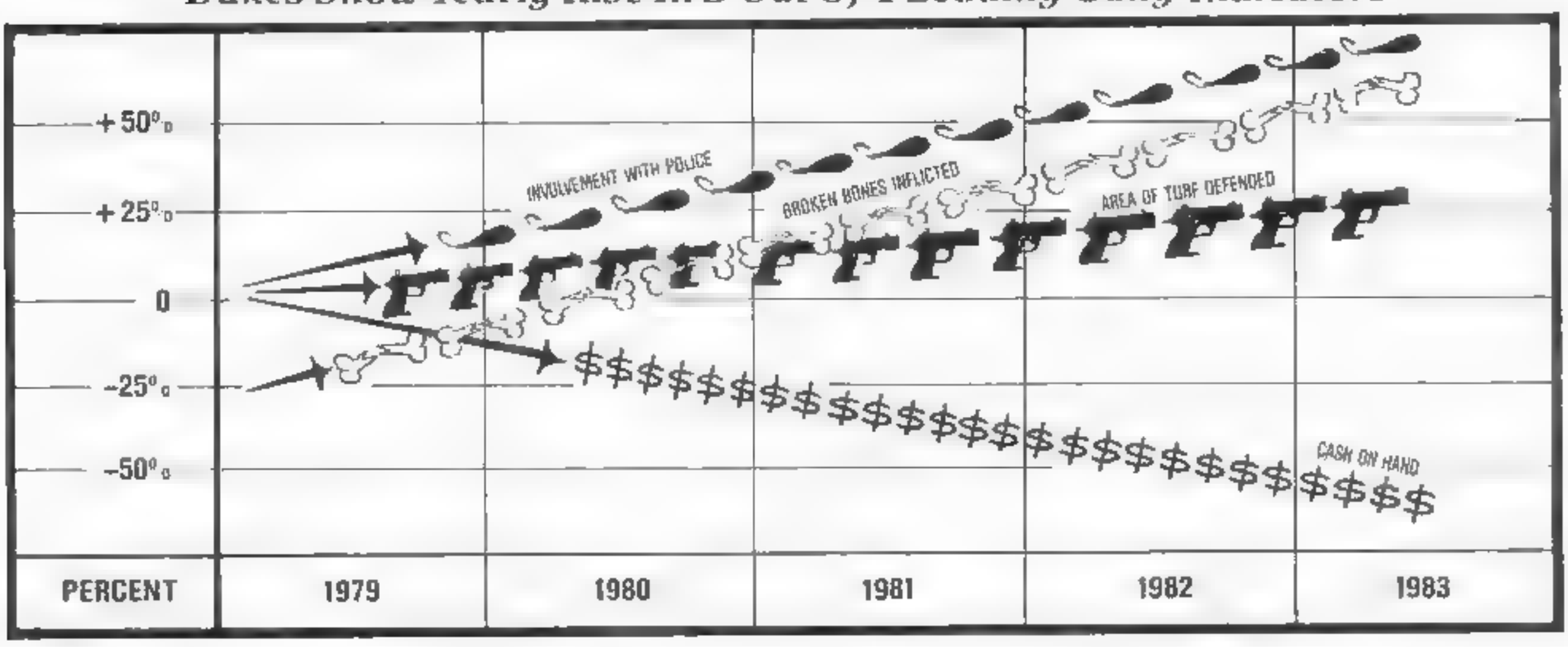


DISPOSITION

Dukes Show Yearly Rise In 3 Out Of 4 Leading Gang Indicators


+50%
+25%
0
-25%
-50%
INVOLVEMENT WITH POLICE
BROKEN BONES INFLICTED
AREA OF TURF DEFENDED
$$$

ANNUAL CONSOLIDATED BALANCE SHEET

ASSETS AS OF DEC. 31, 1983

Prepaid dues hidden inside gang headquarters	$ 7.38
Stolen cash hidden inside gang headquarters	4,633.00
Bail money returnable when indicated members report for trial	7,250.00
Organization's staff car at current market value	175.00
Reward money collectible if we fink on President Futzler	10,000.00
On deposit with gang's Health & Retirement Fund	.84
Scared merchants' protection money currently due	1,150.00
Spray paint donated, but unused	16.00
Empty beer cans on hand at current recycling value	4.53
TOTAL ASSETS	$23,236.75

LIABILITIES AS OF DEC. 31, 1983

Stolen cash re-stolen from us by other gangs	$ 4,618.00
Bail money forfeitable when indicated members fail to report for trial	7,250,00
Traffic fines payable from officers using staff car	729.00
Medical claims pending against Health & Retirement Fund	3,195.75
Scared merchants' protection money deemed uncollectible because merchants got scared enough to leave town	930.00
Ransom demanded on members held hostage by rival gangs	6,500.00
Balance due on Security Officer Wingo's distemper shots	12.00
Rewards promised to Junior Brigade members who gave up smoking	2.00
TOTAL LIABILITIES	$23,236.75

REPORT OF INDEPENDENT AUDITOR

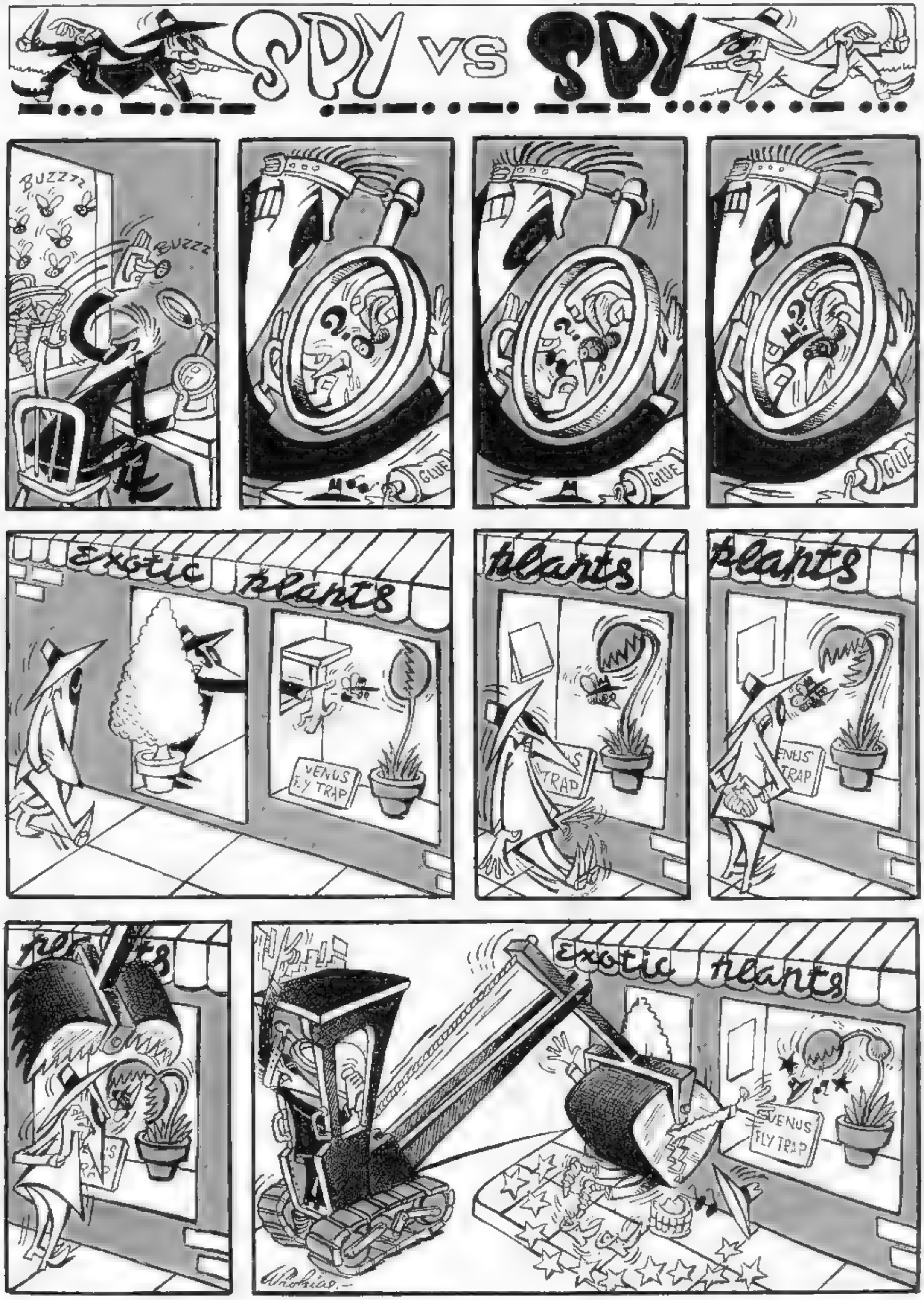
Speaking as a guy who is just trying to keep his head above water by running a little accounting office on Brimmlek Street, I find the financial statement brought to me by four big bruisers wearing hobnail boots to be every bit as accurate as they said it was.

In fact, I'd say it's more than just accurate. During this period when my wife and children are being held hostage, I have concluded that this is the finest financial statement I ever saw. I feel sure that I will continue to hold this same opinion in the future, at least until Edna and the kids get home.

Other accountants examining this report might find the figures a little vague in places. But it's easy to be picky when you're sitting in a plush office, and you know where your family is, and no one has a gun pointed at your head. Personally, I find that this whole thing conforms with normal accounting procedures just fine. And even if I didn't think so, I'm not about to become a hero over a bunch of stupid figures.

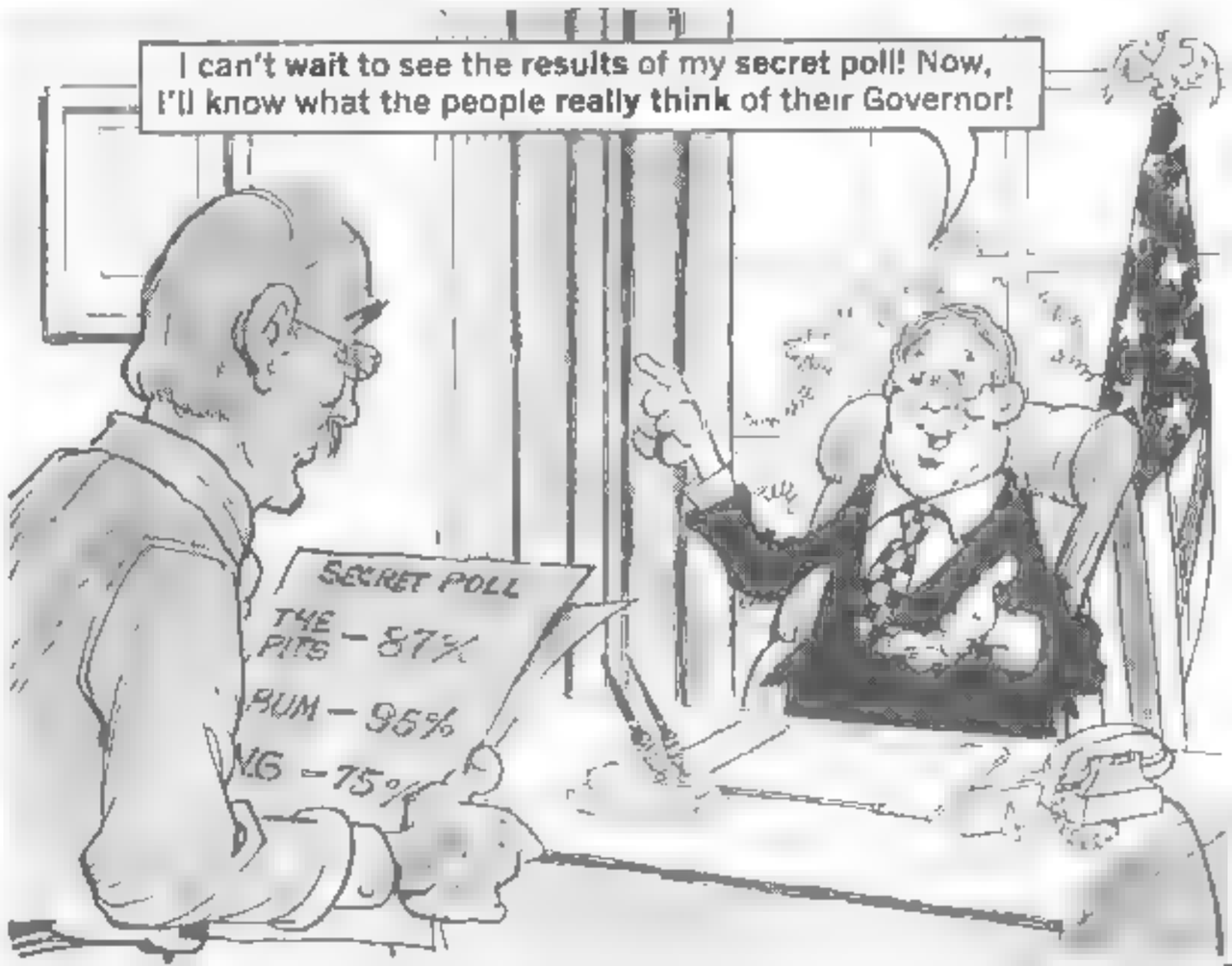
Price Outerhouse,
Very Independent Auditor,
Except For Right Now

JOKE AND DAGGER DEPT. PART I



NO KNOWS IS GOOD KNOWS DEPT.

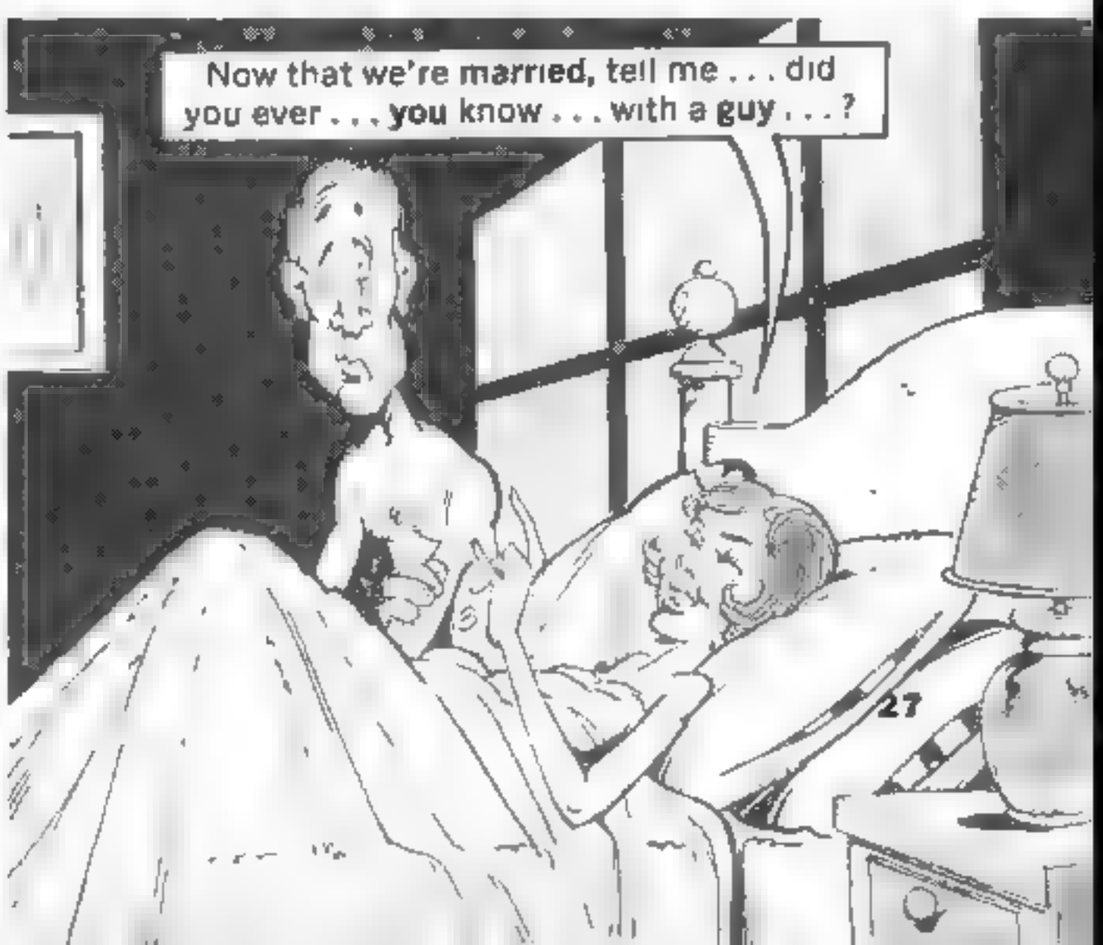
SOMETIMES YOU'RE MUCH BE


I can't wait to see the results of my secret poll! Now, I'll know what the people really think of their Governor!
SECRET POLL
THE PITS - 87%
RUM - 96%
MG - 75%

TTER OFF

NOT KNOWING . . .

ARTIST BOB JONES
WRITER LOU SILVERSTONE



PARTY FAVORS DEPT.

One of the differences between life in Colonial America and life in America today is that our ancestors used to participate in community gatherings where they would work and/or socialize at the same time in order to make tedious jobs a little more

CONTEMPORA
WORK/FUN

Master Billy Thompson
Desperately Invites You To
Join Him And His Friends In A

Bedroom Clean-up

As They Pick Up Hundreds Of
Toys, Games, Comic Books,
Dirty Clothes, Dirty Dishes,
Empty Junk-Food Packages,
Candy Wrappers and Possibly
His Long-Lost Kid Sister

On February Fourth At Ten A.M.

And Receive A Special Prize:

A Map Of Billy's Room Showing The
Last Known Location Of His Bed,
His Closet And His Dresser, Made
After His Last "Bedroom Clean Up"

Come–See Old Friends

Help Clean Up The Mess You Helped To Make

You Are Hereby Ordered To Attend
Benny Hoppman's
Third (In Seven Months)

Stereo 8-Track Tape Deck Installation

Yes, Benny Has Had Another Tape Deck
Stolen From His Car! You Will Help
Him Put In A New One . . . Or Else

On Saturday, March 8th,
At 12:30 In The Afternoon

Be Sure And Lock Your Car

. . . Or He'll Be Helping YOU
Install YOUR New Tape Deck
On The Following Saturday

You Are Cordially Invited
To Participate In
The Parker Family's
First Annual Emergency

Laundry Folding

Beginning At
Twelve O'Clock Noon
January 4th

When We Will Fold And Chat
In An Attempt To Clear The
Piles Of Unfolded Laundry
That Have Accumulated Since The
Resignation Of Our Maid, Zelda

Lunch And Dinner Will Be Served

Plan On Making A Day Of It

Sidney And Lydia Goldschmidt
Cordially Invite You To An
End-Of-The-Summer

Pool Cleaning

Where You'll Have The Chance To
Add Chlorine, Clean The Filter
And Skim The Surface Of All The
Garbage You've Put There

On Saturday, September The Sixth
At Three O'Clock In The Afternoon

If You Enjoy Being Near The Water,
It's A Perfect Way To Spend The Day!

How Our Pool Gets So Filthy Is A Mystery

Help Us Get To The Bottom Of It

enjoyable. Quilting Bees, Husking Bees and Barn-Raisings were just a few of the very popular communal work/fun gatherings back then, and we think that idea could fly today. So you are cordially invited to read the following invitations to . . .

RY COMMUNAL GATHERINGS

WRITER DENNIS SNEE

Never Having Broken A Chain Letter
In Her Life, And Having Returned
From Vacation To Find A Backlog Of
Thirty Chain Letters In Her Mail

Miss Charlotte "Lucky" Millburn
Cordially Invites You To A

Chain Letter
Writing Party

On Friday, January Eleventh
From Three To Seven P.M.

We Have To Write, Fold, Stuff And
Address Over 400 Pieces Of Mail

All Of My Superstitious Friends
With Neat Penmanship Will Be There

Kindly Make Seven Copies Of This
Invitation And Mail Them To People
Who You Think Will Want To Help,
Or Suffer Terrible Bad Luck

With His Rent Several Months In Arrears
After Having Lost His Job, And Seeing
No Prospects In The Immediate Future
Mr. Edward P. Hall
Cordially Invites You To Assist At His

Midnight Move-Out

On Wednesday, April 30th

We Start As Soon As The Landlord's Asleep

Bring Your Own Car—Or Truck—Or Anything
Else With Wheels That'll Carry Furniture

I Haul! You Haul! We All Haul For Ed Hall!

Absolutely No Refreshments

But Plenty Of Exercise

In His Usual State Of Absolute Panic
Arnie (Bubba) Finklefarb
Anxiously Invites You To Assist Him
In His Fourth Bi-Annual

Final Exams Cram

On Saturday, June The Fourteenth
And Sunday, June The Fifteenth

From Twelve Noon To Midnight
In Hopes That Your Famous Expertise
In The Following Subjects Might
Get Something Through His Thick Head

Trigonometry *Social Studies* *English*
Earth Science *Spanish* *Gym*

In Trembling Anticipation Of The Usual
First Night Activities Coinciding
With The Arrival Of His Mother-In-Law
For Her Annual Two-Week Visit
Mr. Zachary T. Mungler
Invites You To Participate In A

Family Argument

On Saturday, May Twenty Fourth
At About Eight-Thirty P.M.

In Which You Are Gleefully Encouraged
To Take Sides And Contribute Your Own
Insults, Accusations, Slurs, Recriminations,
Vilifications, Aspersions and Pet Peeves
(Even Though Such Back-Biting Might Not
Necessarily Apply To His Family)

To Drag Old Skeletons Out Of The Closet
And To Generally Rub Salt Into Old Wounds

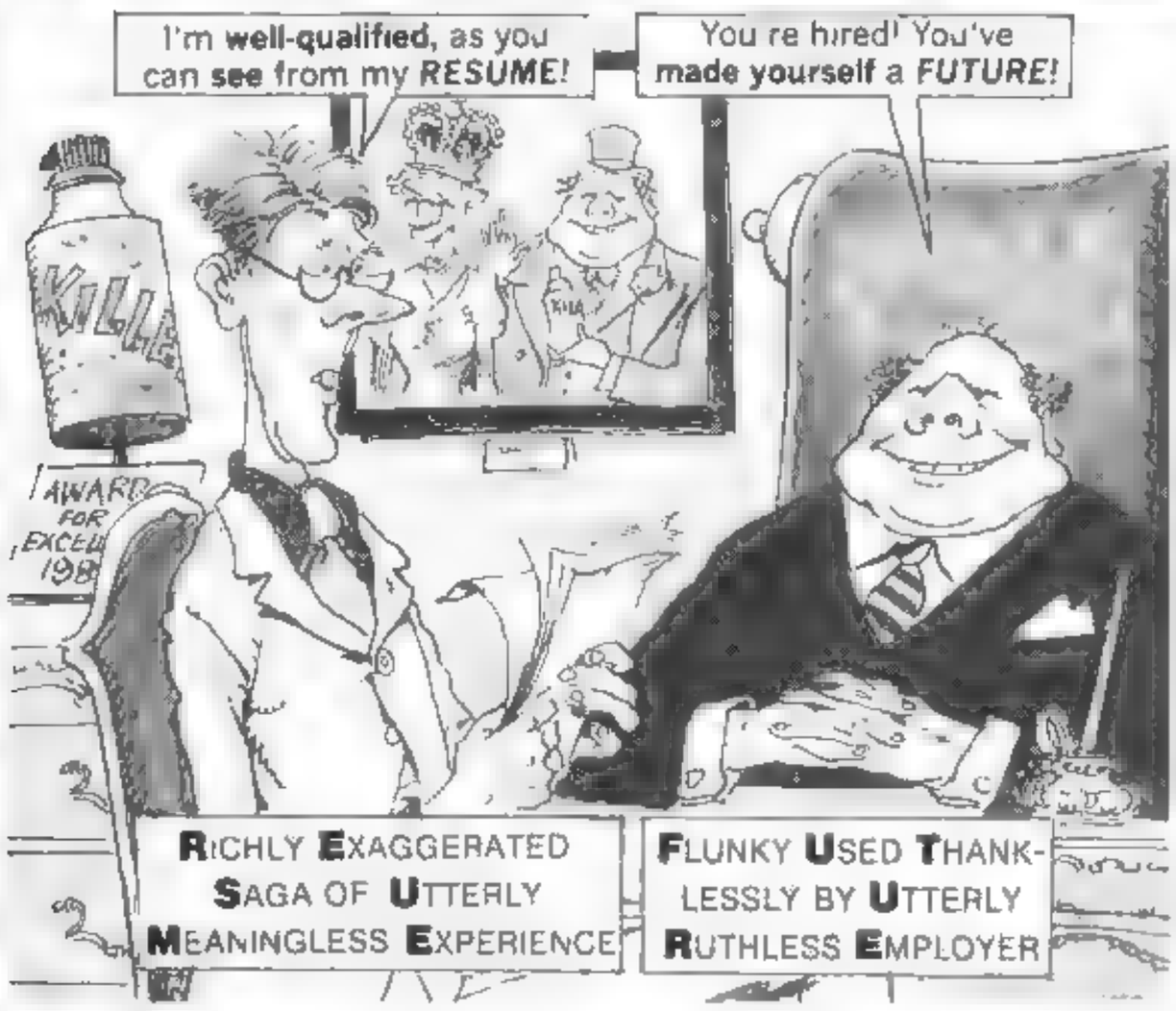
Refreshments And Aggravation Will Be Served

CAPITAL CRIMES DEPT.

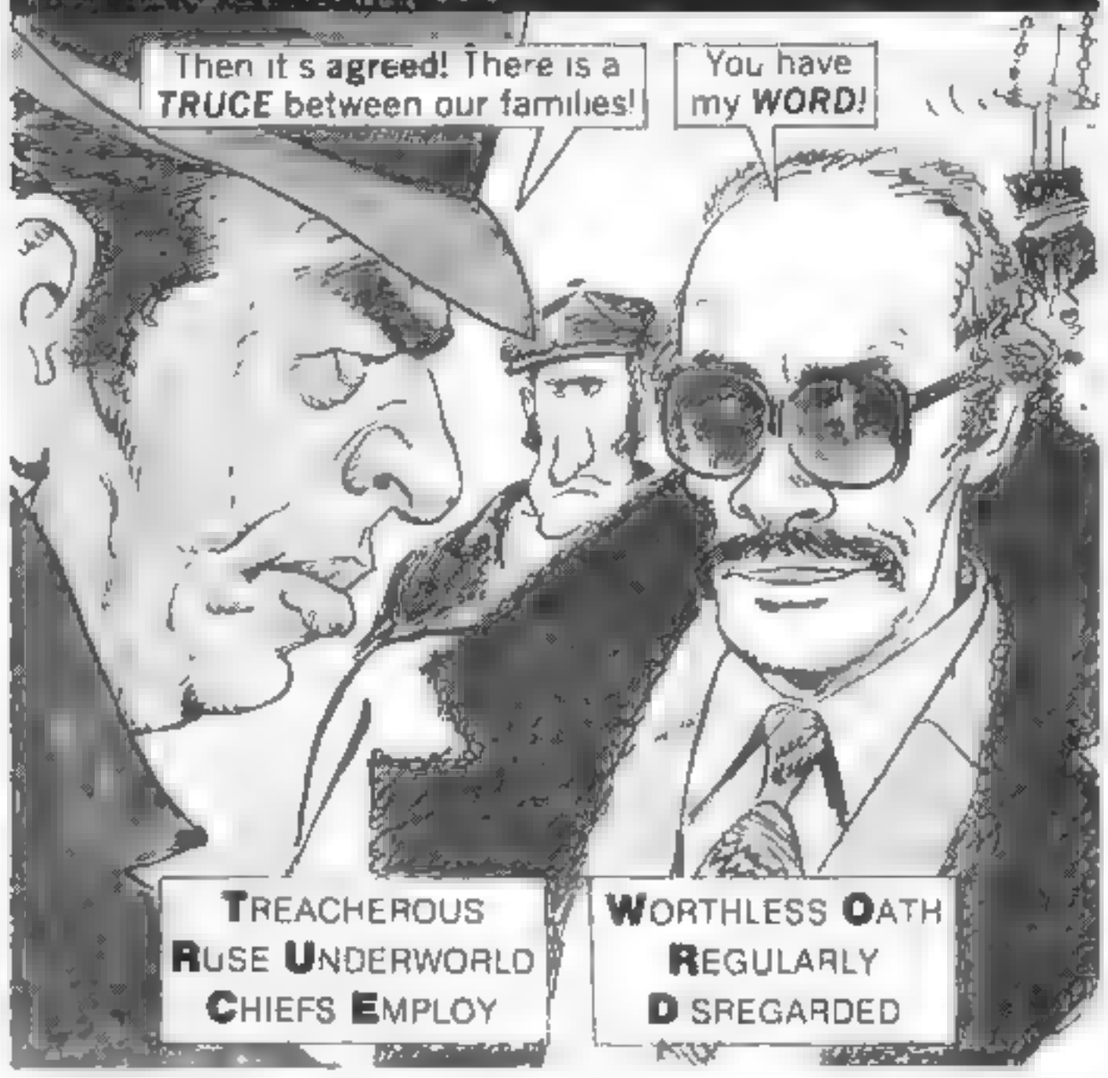
You've probably all heard of CORE (Congress Of Racial Equality) and NOW (National Organization of Women) and SNAFU (Situation Normal–All Fouled Up). Well, these words are called "acronyms." Recently,

ACRONYMS

ON A JOB INTERVIEW...


I'm well-qualified, as you can see from my RESUME!
You're hired! You've made yourself a FUTURE!
KILLER
AWARD FOR EXCELL 198
RICHLY EXAGGERATED SAGA OF UTTERLY MEANINGLESS EXPERIENCE
FLUNKY USED THANK-LESSLY BY UTTERLY RUTHLESS EMPLOYER

IN THE MAFIA...


Then it's agreed! There is a TRUCE between our families!
You have my WORD!
TREACHEROUS RUSE UNDERWORLD CHIEFS EMPLOY
WORTHLESS OATH REGULARLY DISREGARDED

ARTIST HARRY NORTH

AT A FUNERAL...

And as I end my EULOGY, let me console the WIDOW, who has faced such SORROW!
EXPRESS ON OF THE USUAL LIES OFFERED IN A GRAVEYARD
WIFE INCREDIBLY DELIGHTED OVER WINDFALL
SHRIEKS OF RESENTFUL RELATIVES OMITTED FROM WILL

BUYING A TV SET...

What if the set proves defective?
Don't worry! We stand behind our WARRANTY!
WORTHLESS ASSURANCE RARELY RELEVANT AND NEVER TO YOU

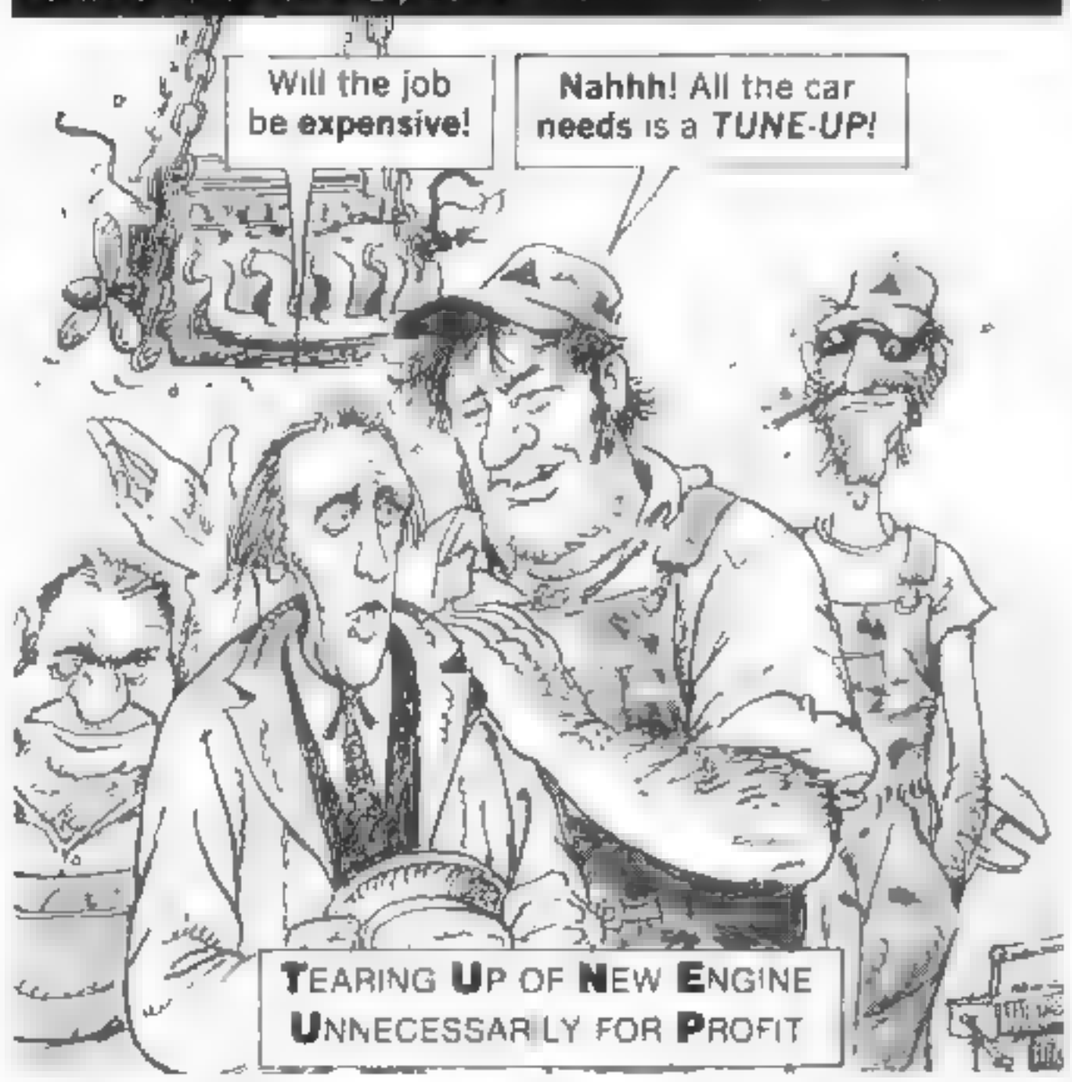
MAD has discovered that many people are cleverly...or inadvertently...sneaking their own made up "acronyms" into their ordinary conversation. If you don't believe us, take a peek at these examples of

...AS YOU NEVER KNEW EXISTED

SEEING A DENTIST...

Will it hurt?
I assure you it will be PAINLESS!
PRETTY AGONIZING & IRRITATING, NATURALLY LEADING TO EXCRUCIATING SUFFER NG AND SCREAMING

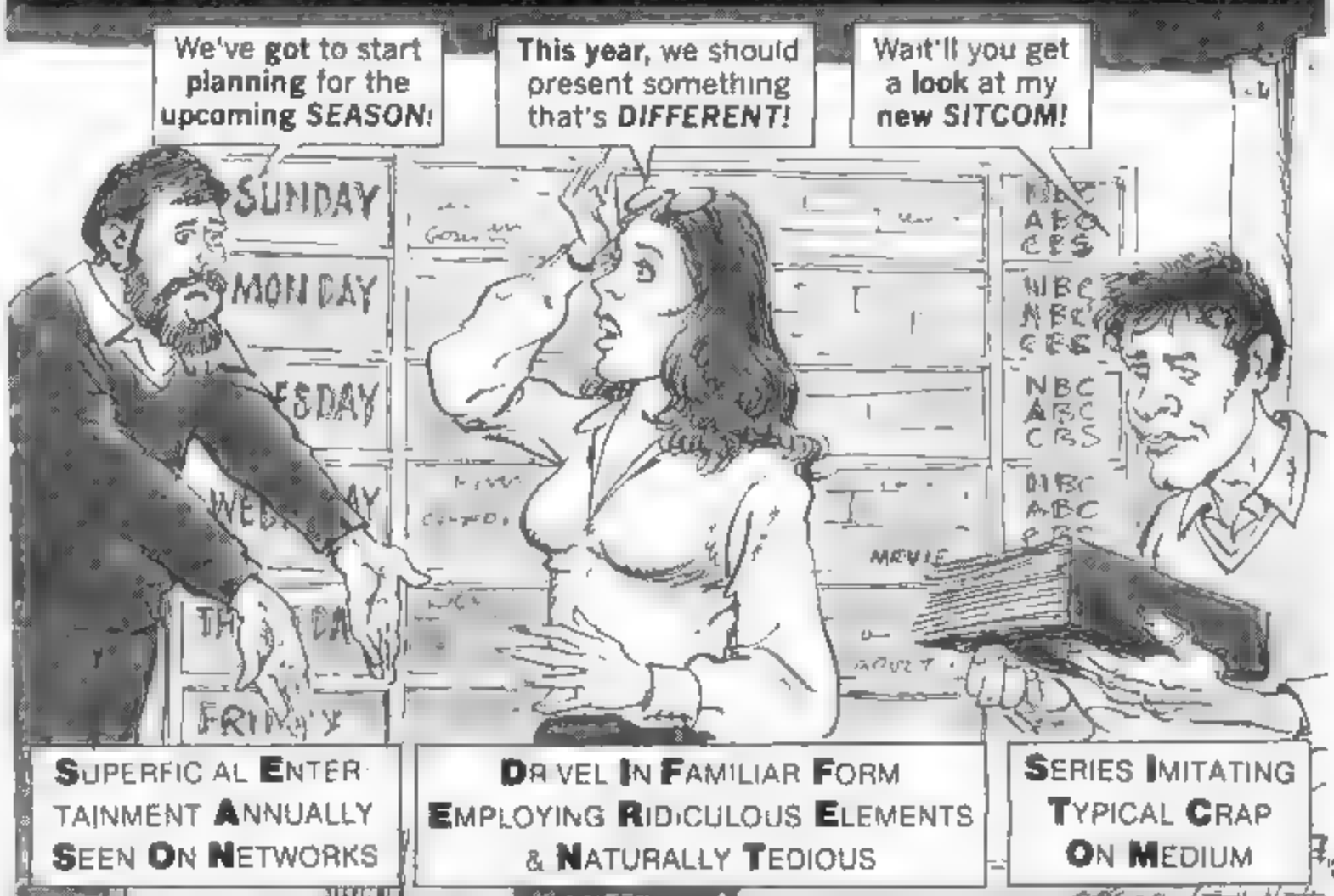
IN A GARAGE...



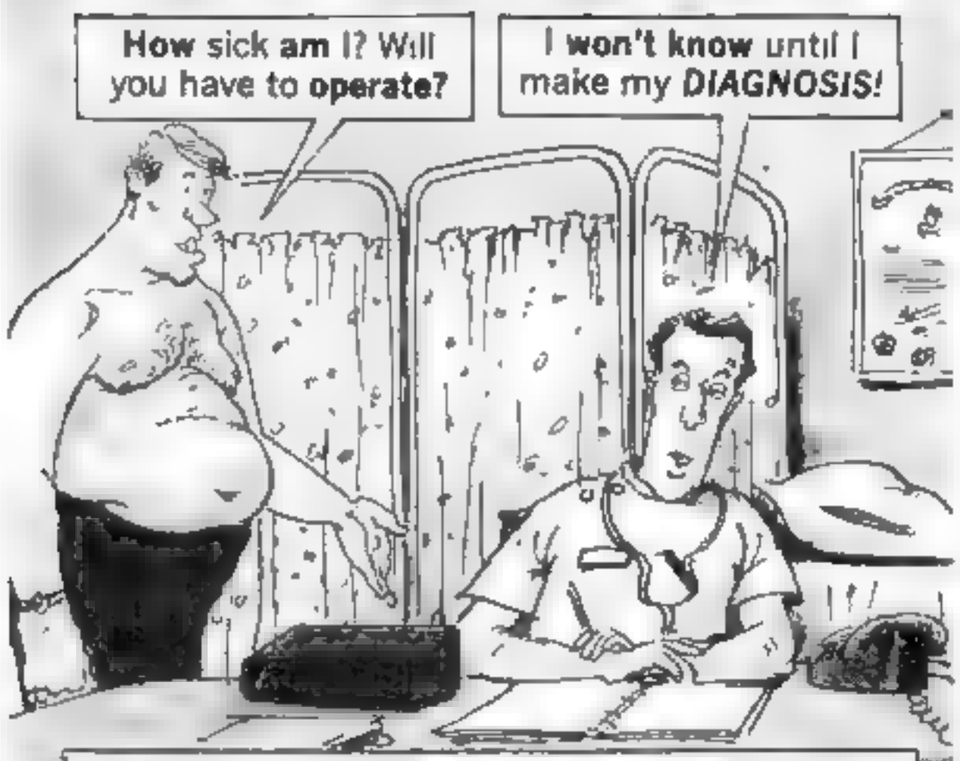
WRITER FRANK JACOBS

EATING OUT...

AT A TV NETWORK...

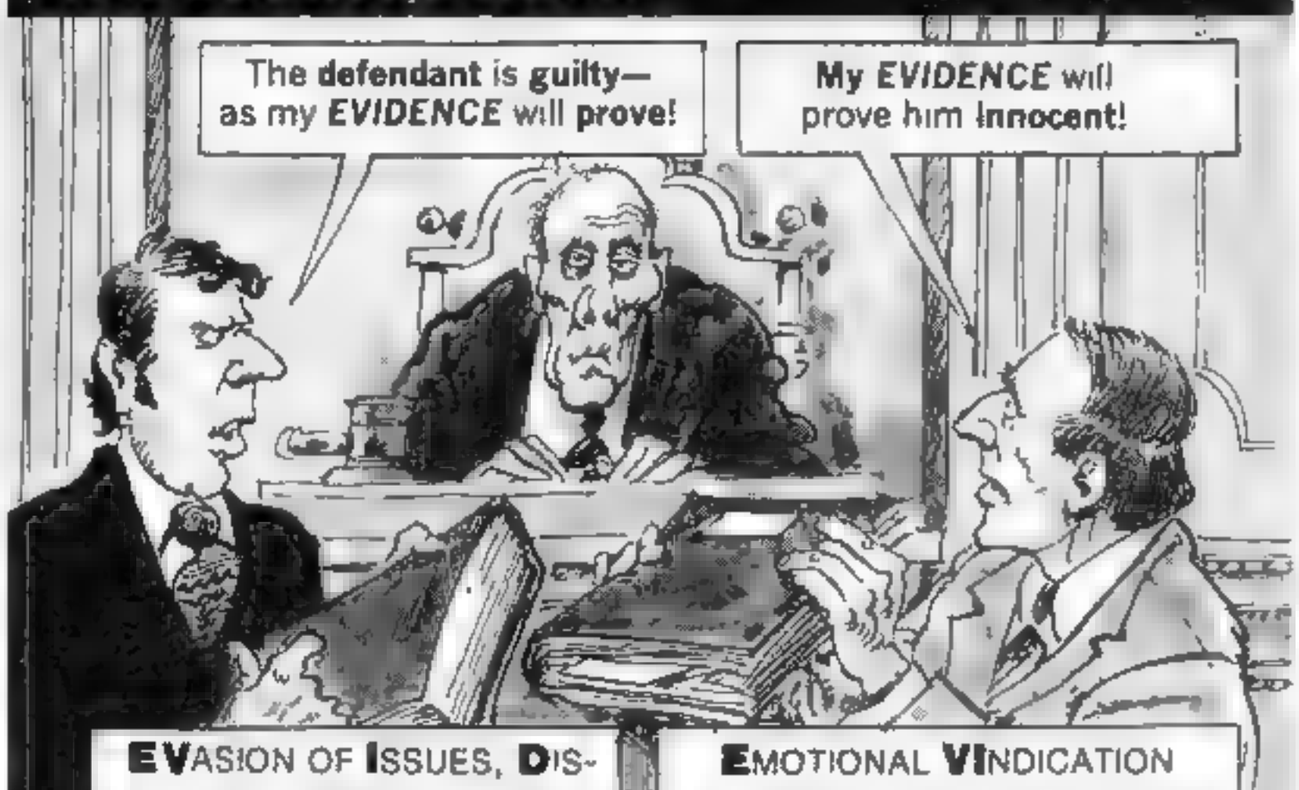

We've got to start planning for the upcoming SEASON!
This year, we should present something that's DIFFERENT!
Wait'll you get a look at my new SITCOM!
SUNDAY
MONDAY
SUPERFIC AL ENTER TAINMENT ANNUALLY SEEN ON NETWORKS
DR VEL IN FAMILIAR FORM EMPLOYING RIDICULOUS ELEMENTS & NATURALLY TEDIOUS
SERIES IMITATING TYPICAL CRAP ON MEDIUM

SEEING A DOCTOR...



DOCTOR'S **I**NQUIRY **A**BOUT **G**ENERAL **N**ATURE OF **S**UFFERER'S **I**NCOME & **S**OLVENCY

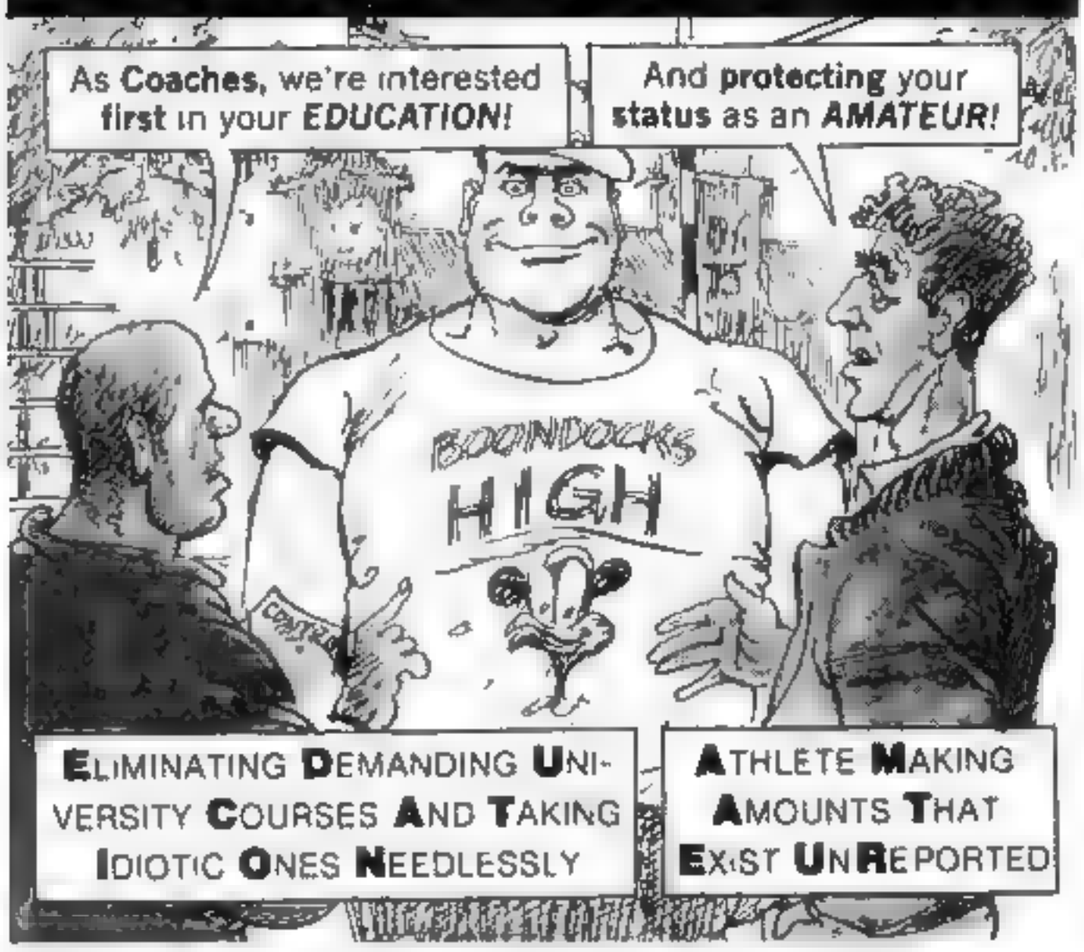
IN A COURTROOM...



EVASION OF **I**SSUES, **D**IS-TORTION OF **E**VENTS & **N**EAT **C**ONNING OF **E**VERYBODY

EMOTIONAL **VI**NDICATION OF **D**EFENDANT BY **E**XCUSING **N**UMEROUS **C**RIMES **E**NTIRELY

RECRUITING AN ATHLETE...



ELIMINATING **D**EMANDING **U**NI-VERSITY **C**OURSES **A**ND **T**AKING **I**DIOTIC **O**NES **N**EEDLESSLY

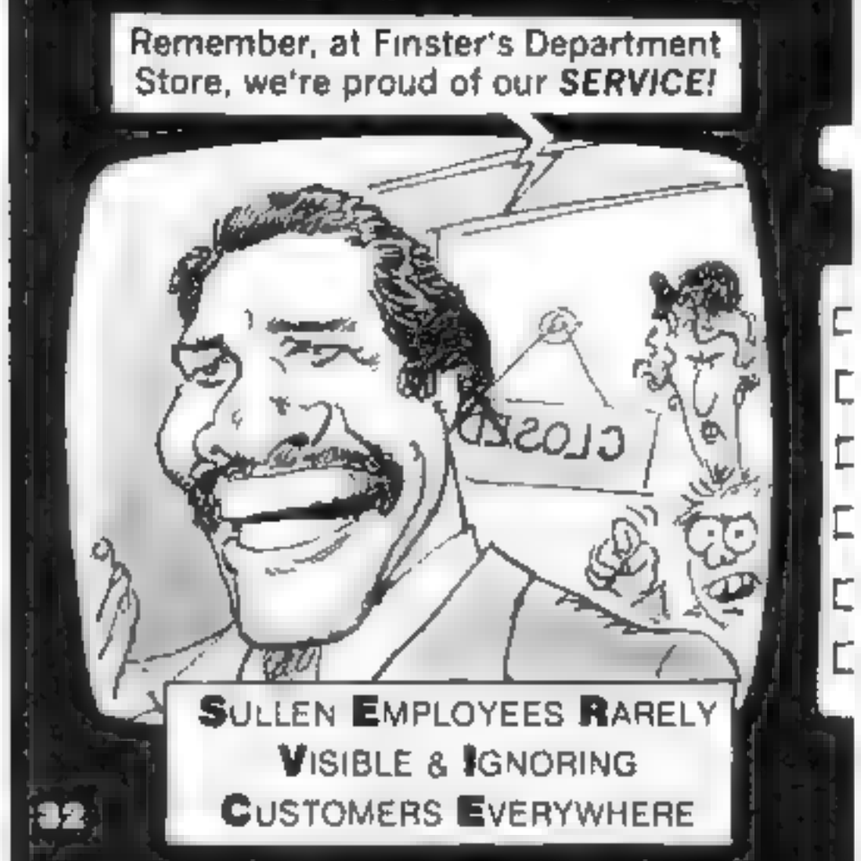
ATHLETE **M**AKING **A**MOUNTS **T**HAT **E**XIST **U**N**R**EPORTED

AT A POLITICAL CONVENTION...

PROM SES LATER ABANDONED THAT FAITHLESS OFFICE-SEEKERS REGULARLY MAKE

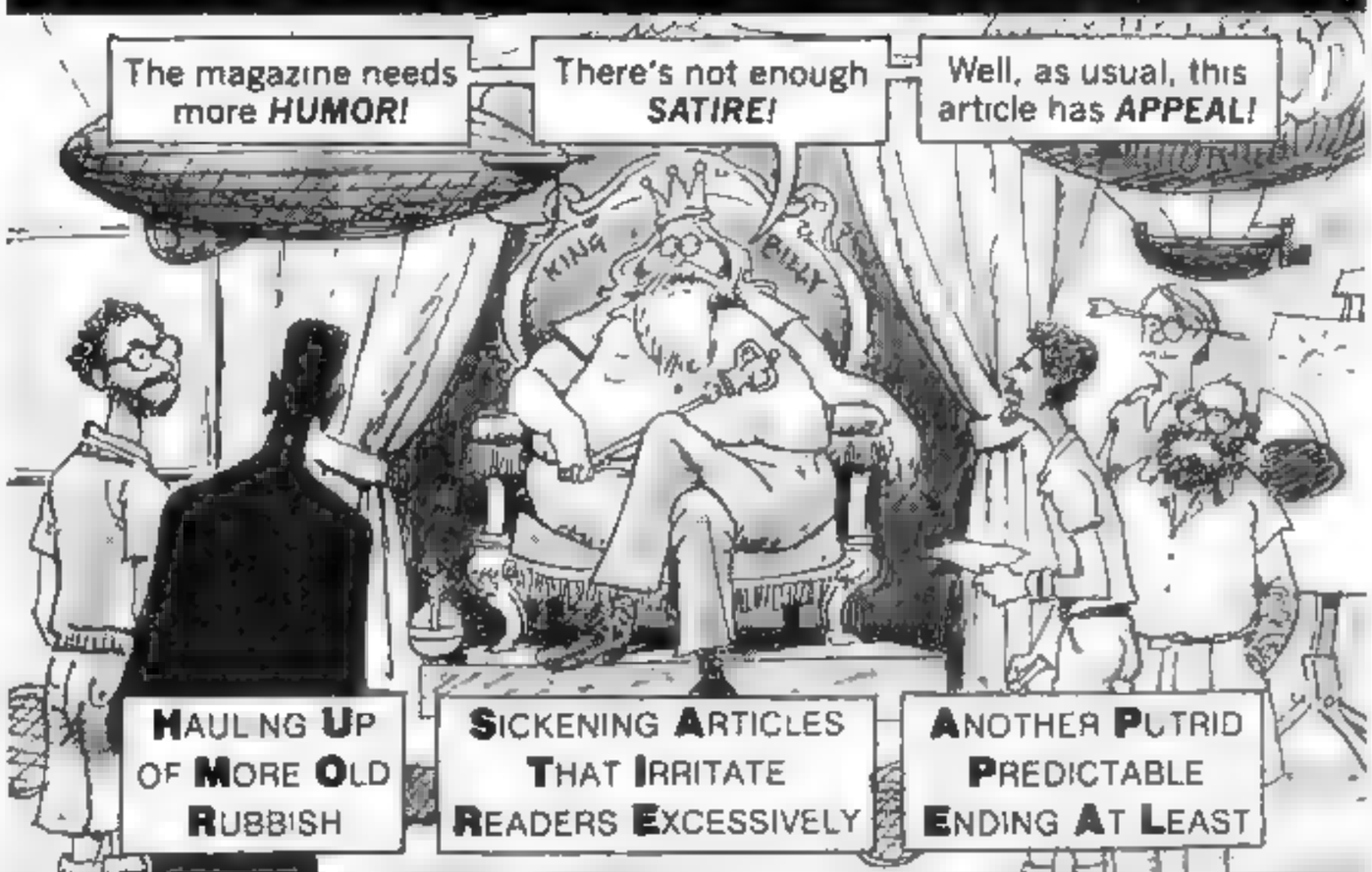
PROMINENT EXECJTIVES, OFFICIALS & POWERFUL LOBBYISTS EXCLJSIVELY

ON A TV AD...



SULLEN **E**MPLOYEES **R**ARELY **V**ISIBLE & **I**GNORING **C**USTOMERS **E**VERYWHERE

AT MAD MAGAZINE...

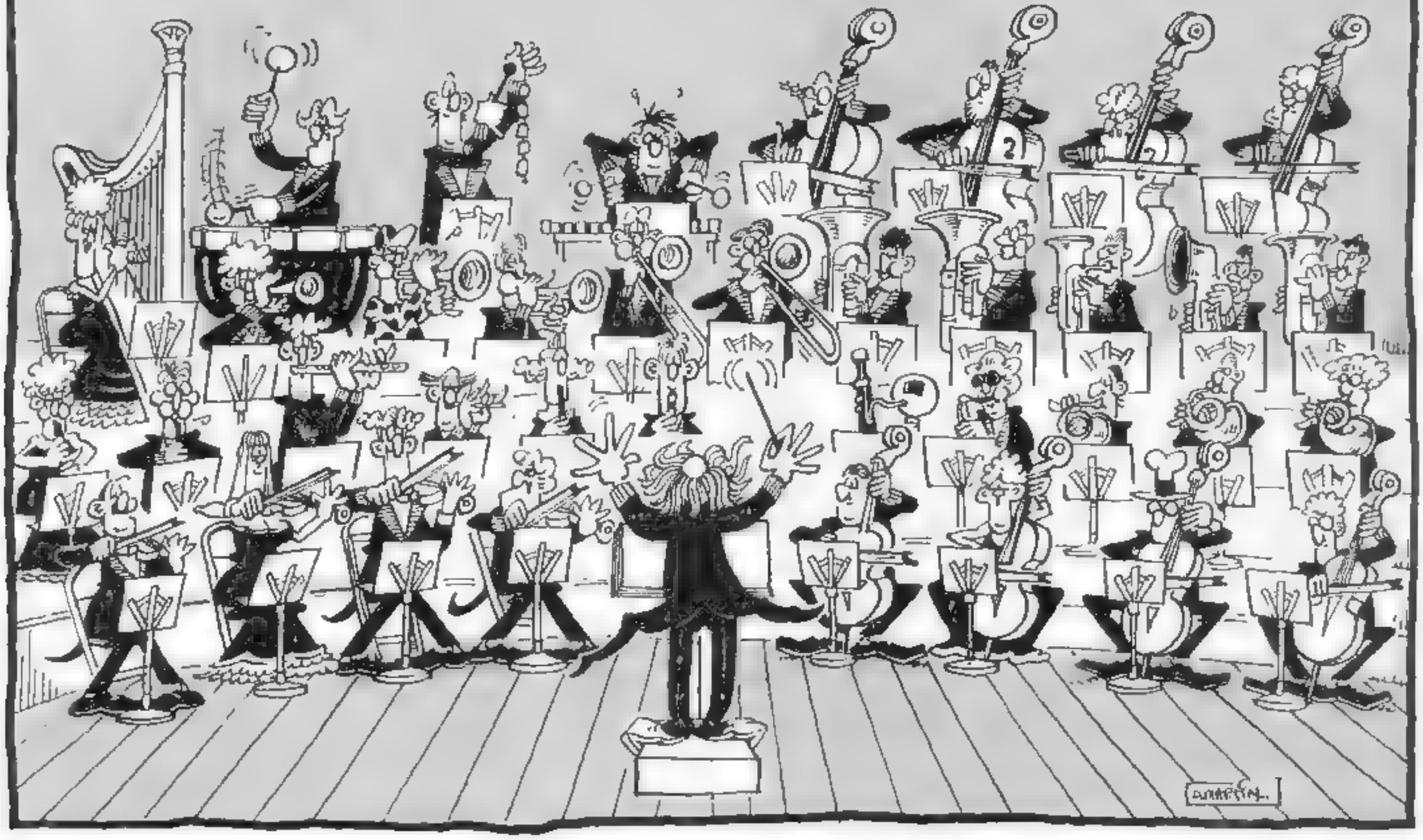


HAUL NG **U**P OF **M**ORE **O**LD **R**UBBISH

SICKENING **A**RTICLES **T**HAT **I**RRITATE **R**EADERS **E**XCESSIVELY

ANOTHER **P**UTRID **P**REDICTABLE **E**NDING **A**T **L**EAST

MAD'S RHYMING GUIDE TO THE ORCHESTRA



ARTIST DON MARTIN WRITER FRANK JACOBS

Although the players that you see
Should work in perfect harmony,
They're such a temperamental crew
It's quite surprising when they do;
The Violins and other strings
Believe they have the rights of kings
And look down on the Brasses as
Loud pigs who should be playing jazz;
The Brasses, on the other hand,
Believe the Woodwinds should be banned,
While they, in turn, regard the Drums
As little more than common bums;

And so it goes from chair to chair
As voices shout and tempers flare;
But then appears the one man who
Can unify this snarling crew—
He is the great Conductor, and
He soon reveals he's in command;
He shrieks at off-key violins,
He warns the trumpets of their sins;
The flutes, he screams, are laying bombs,
The cellos are destroying Brahms;
He rants, he yells, he isn't nice;
He turns musicians into mice.

Until, at last, there comes the day
Their first performance they must play;
The hall is packed, no seat to spare,
With concert-lovers everywhere;
The great Conductor marches on
And raps the stand with his baton;
The music swells—a joy to hear!
A great success! A grand premiere!
The crowd applauds the wondrous sound;
The concert ends, he turns around,
Takes fifteen bows, and off he struts
While sixty players hate his guts.

THE VIOLIN

This high-strung gent with bent-down chin
Is tuning up his Violin;
He's got to tune it up, you see,
To make sure that he'll be on key;
So please ignore each dreadful squeak;
He'll soon display his fine technique;
Oops, sorry, seems that we were wrong -
He's been performing all along

THE VIOLA

The poor Violist has one aim—
To one day snatch a bit of fame;
He won't, of course, because, you see,
He never plays the melody;
Conductors barely know he's there,
And so he crouches in his chair
And mourns how great he might have been
If he had learned the Violin.

THE CELLO

With knees outspread and muscles stiff
The Cellist has to wonder if
It's worth the endless years of hell
It takes to play the damn thing well,
It really seems an awful shame
To see his bent, bow-legged frame,
Although he'll look quite good, of course,
In case he ever rides a horse.

THE FRENCH HORN

A klutz can play the Saxophone,
An imbecile the Slide Trombone;
It takes a special man indeed
To try the French Horn and succeed;
His colleagues show him great respect,
Conductors kneel and genuflect;
So great is his musicianship
When this man dies, they'll bronze his lip.

THE TROMBONE

What's this we hear –a banshee's moan?
Why, no, 'tis just the Slide Trombone;
It really takes a ding-a-ling
To play the elongated thing;
He slides it out, he slides it in,
Then, holding back a fiendish grin,
Extends it with a mighty grunt
And devastates the guy in front.

THE TUBA

A man must practice day and night
To learn to play the Tuba right;
It's full of pipes and joints and keys
And other strange complexities,
Despite the hardships that he's known,
This man now blows a perfect tone,
Which sounds exactly like, alas,
An elephant with stomach gas.

THE DOUBLE BASS

This helpless man with downcast face
Performs upon the Double Bass;
While others sit, he stands,
A monstrous fiddle on his hands;
No doubt it can't feel very good
Supporting twenty pounds of wood,
Just hear that moan, so gray and grim—
Not from the Bass but out of him.

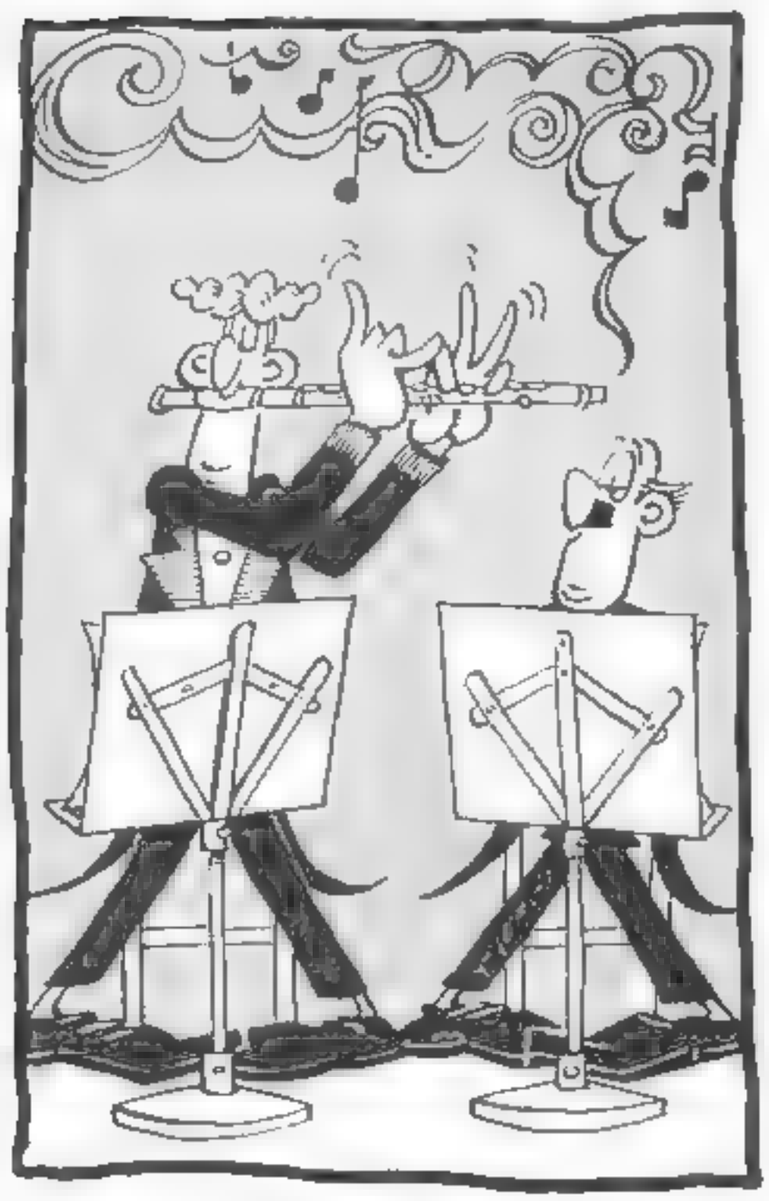
THE HARP

With bleeding fingers, throbbing thumbs,
The graceful Harpist bravely strums,
Creating grand chromatic scales
And sacrificing two more nails;
How sad it is such lovely chords
Are made by strings that cut like swords,
But Harpists need no accolades—
Just pluck, a chair and ten Band-Aids.

THE TRUMPET

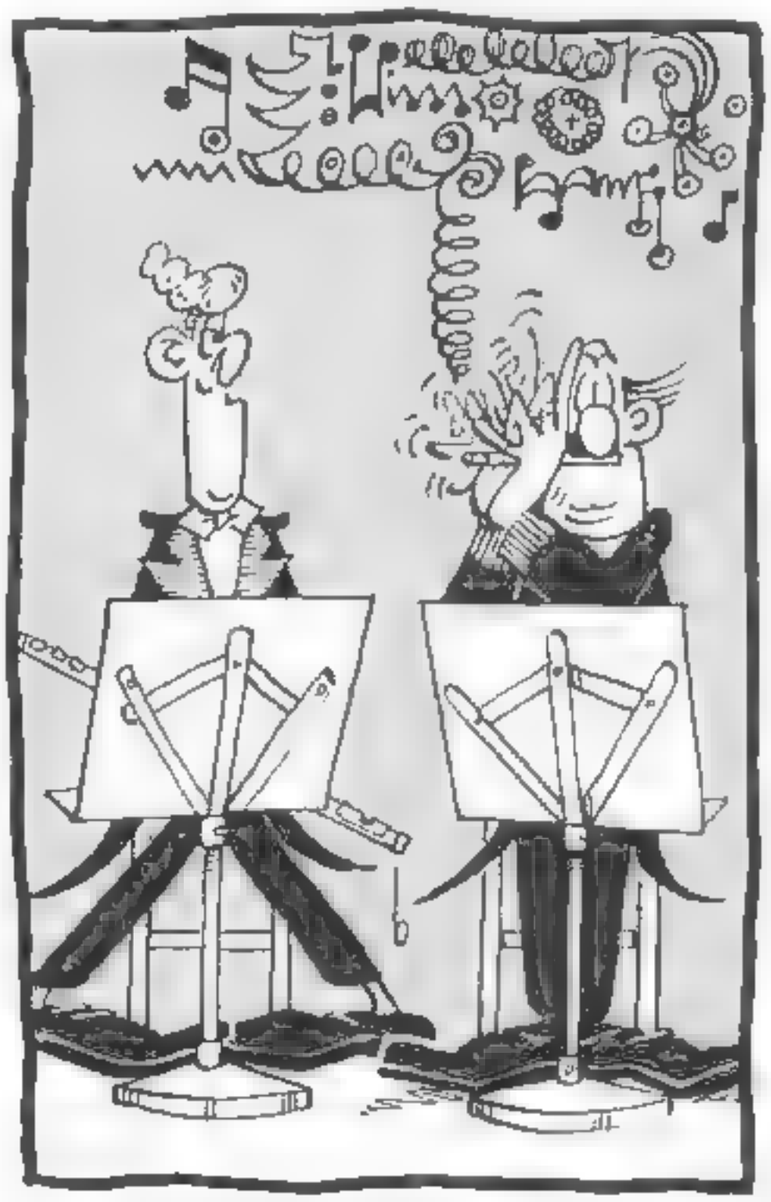
Military bands will use a
Score of Trumpets playing Sousa;
Orchestras are less impressed,
Employing four or five at best;
Conductors hate the blasted things
For drowning out the flutes and strings;
To them the blaring Trumpet's place is
Calling horses at the races.

THE FLUTE



Does anybody care a hoot
About a man who plays the Flute?
Well, I, for one, most surely don't,
So finish up this verse I won't

THE PICCOLO

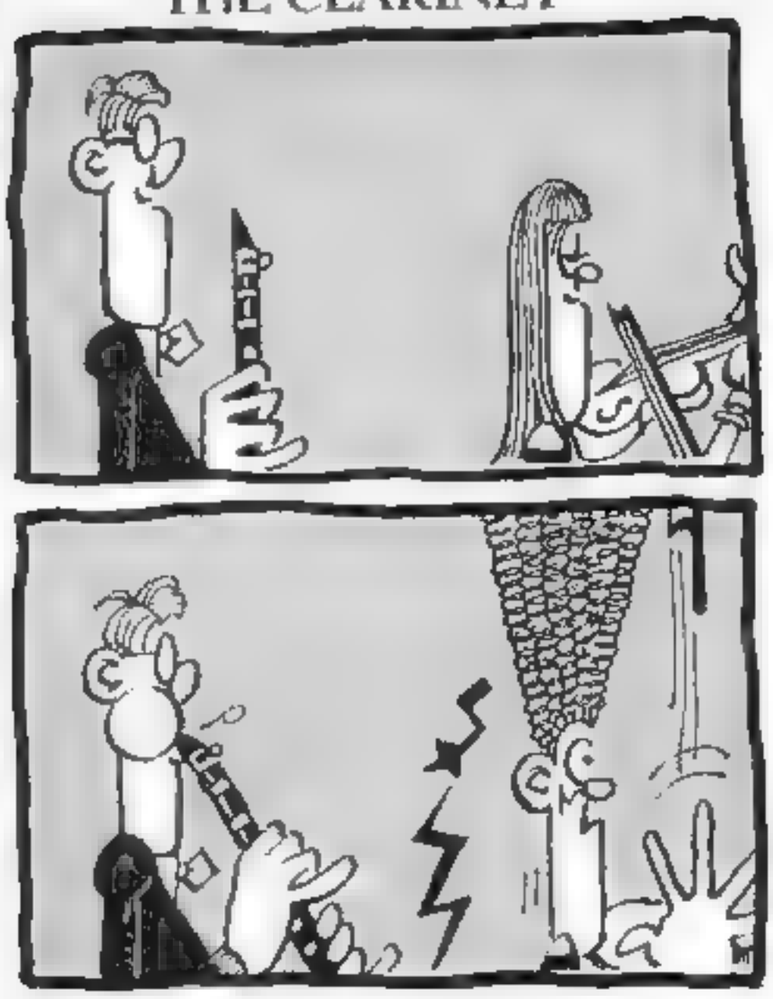


I said I didn't care a hoot
About a man who plays the Flute;
This feeling, I should let you know,
Goes double for the Piccolo.

THE OBOE

The Oboe, many folks have found,
Emits a rather silly sound;
The man who plays it, luckless gent,
Detests the stupid instrument;
He takes one great gigantic breath,
Then, holding it till he's near death,
Expels a tune-y gust of air –
C'mon now, do you really care?

THE CLARINET

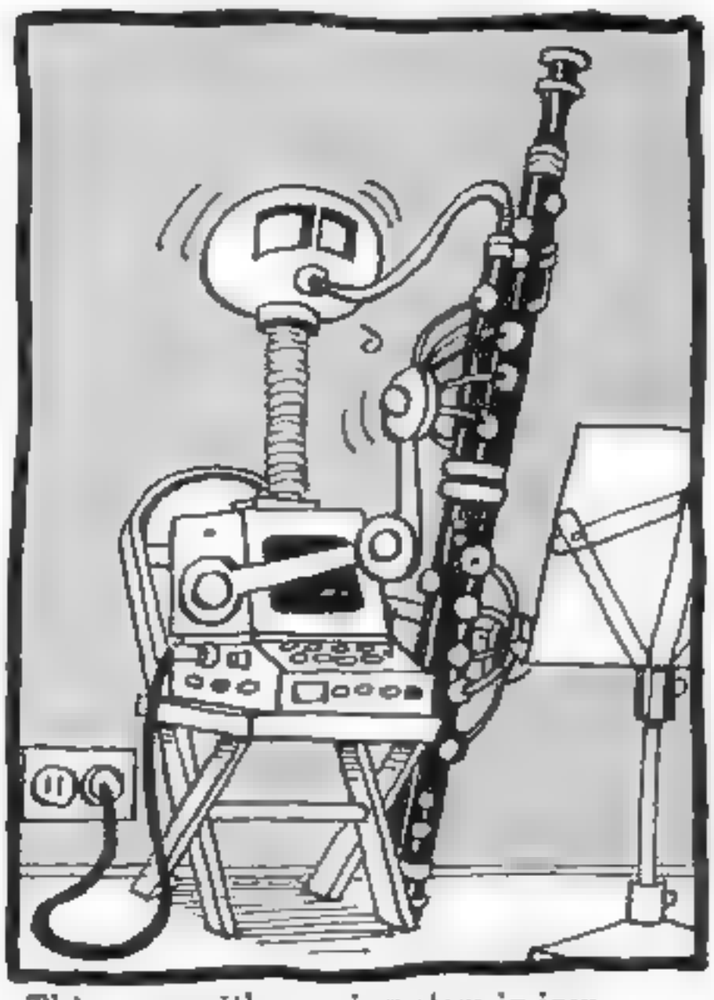


We haven't met a person yet
Who doesn't like the Clarinet;
While Cymbals clang and Trumpets scream,
The Clarinet remains supreme,
There's nothing sweeter, we'll agree,
Than hearing one played perfectly,
Although we should be adding that
There's nothing worse than one played flat.

THE SAXOPHONE

It's barely been a hundred years
Since Saxophones first jarred our ears;
They never would have suited Bach;
Poor Mozart would have gone in shock;
But nowadays, more frequently,
You'll find them in a symphony,
Though some conductors raise an eyebrow,
Doubting that the things are highbrow.

THE BASSOON



This man with curving stem in jaw
Looks like he's sucking through a straw;
In truth, he's breathing out a tune
Into the tube of a Bassoon;
He looks absurd, the silly gink,
And that's why many people think
Bassoonists should be heard not seen
Or else replaced by a machine.

THE KETTLEDRUM

We might accept this booming noise
If it were made by little boys;
It's doubly hard to take it when
The racket's made by grown-up men;
Conductors look on Kettledrums
The way a city views its slums—
Although the things are here to stay,
They kind of wish they'd go away.

THE XYLOPHONE

We know few men who'd take the time
To imitate a door-bell chime,
But in our finest orchestras
That's what the Xylophonist does;
He rarely has much work to do—
A chime or two and then he's through;
And if you think that he's unreal,
You've never heard a Glockenspiel.

THE CYMBALS

Alone this sad musician stands
With time and Cymbals on his hands;
He grips his mammoth metal plates
And waits and waits and waits and waits
Until he clangs that splendid crash
That ends the music with a smash;
At last it comes! Oh happy day!
Too bad his nose got in the way.

Adults just love those yecchy, sleazy periodicals that are sold at supermarket checkout counters. They love reading all that juicy gossip and shocking scandal about their favorite heroes and fantasy figures like Liz and Burt and Brooke and Princess Di! Which got us to thinking: Since most people shlep their kids along when they go shopping, the greedy publishers of those slime-sheets could cash in big by putting out special editions just for kids so they, too, can read all the juicy gossip and shocking scandal about their favorite heroes and fantasy figures! Yep, we predict it won't be long before we'll be seeing something like...

ARTIST: JACK RICKARD WRITER- LOU SILVERSTONE

JUNIOR
INQUIRER
IF MOM WON'T BUY IT FOR YOU, THROW A TANTRUM
STRAWBERRY SHORTCAKE: A 40-YEAR-OLD MIDGET WITH DYED HAIR?
HAS E.T. GONE "HOLLYWOOD"?
A Truly Modern Medical Mirade: Humpty Dumpty Put Together Again!
Wendy And Peter Pan Deny Drugs Produced "Never-Never Land"!
What Were Tom And Huck Really Doing In That Cave...?
Are "The Smurfs" Actually Invaders From Outer Space?
Ken And Barbie In Tearful Break-Up As G.I. Joe Moves In...But On Who?!
EXCLUSIVE: RETURN FROM THE DEAD—
THE AMAZING STORY OF SLEEPING BEAUTY

ITALIAN CARPENTER CREATES LIFE FROM A BLOCK OF WOOD

Collodi, Italy–Gepetto Pastafazool, a local carpenter, reportedly carved a puppet from a block of wood and then, according to insiders, the puppet miraculously came to life.

The little puppet, who was named Pinocchio, almost immediately started giving Gepetto trouble, neglecting to clean his room and refusing to go to school.

"If this kind of thing keeps up," Gepetto told Inquirer reporters, "I'll turn him back into a pile of firewood! Then, I'll carve me a Playboy bunny and see what happens!"

Pinocchio comes to life

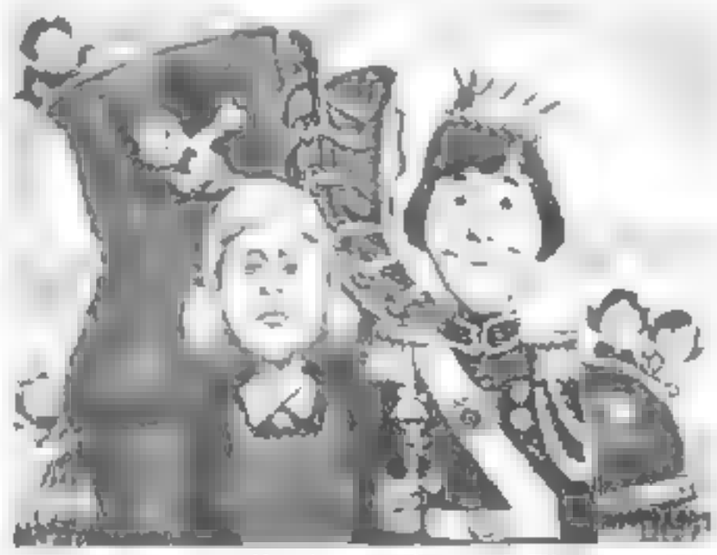
Gepetto comes to life

RICH, GORGEOUS AND MISERABLE!

A BROKEN HEART FOR THE GLASS SLIPPER PRINCESS

The storybook romance between Cinderella and Prince Charming has turned into a rotten pumpkin, according to a reliable source close to the couple.

The Prince, a known "shoe freak," has moved out of the palace and is reportedly living with an elderly widow and her many children in a shoe.



He's really into shoes! The Prince is now living in one!

Distraught Mother Claims Pac Man Devoured Her Son

Grief-stricken Greta Glitch told the Inquirer that she believes her son, Billy Joe Bob, who has been missing for two weeks, was devoured by Pac Man.

"Billy Joe Bob was alone in his room playing his Pac Man game. That's all he ever did," said Mrs. Glitch. "I'd come to bring him his supper, and he was gone! You'd think they'd be more careful what kind of games they sell kids! I mean, the least they could do is put a warning label on the package! I mean, how's a parent to know?!?"

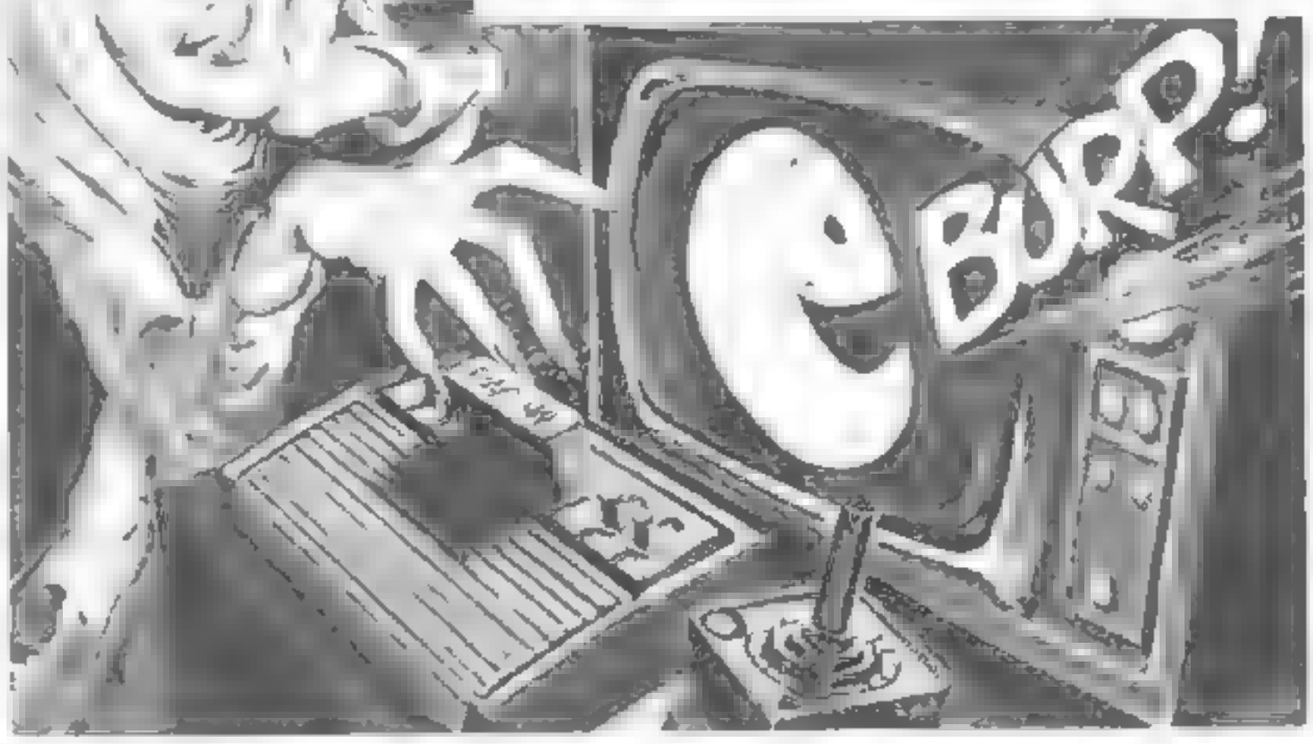
The Police say there are no clues to Billy Joe Bob's mysterious disappearance.

ROYAL SCANDAL ROCKS MERRY OLDE ENGLAND

King Arthur, the noble and popular ruler of England, may have ascended to the throne illegally. Arthur, you'll recall, was crowned King when he successfully removed a sword that had been imbedded in a stone

A highly-placed palace dignitary has informed the Inquirer that the sword had been held in place by a powerful substance known as Ye Olde SuperGlue, and that Arthur had dissolved the glue with a "solvent" supplied by Merlin

King Arthur has refused comment on the allegation, invoking Royal Privilege.



"J'accuse!" Mrs. Glitch fingers Pac Man, who she blames for her son's mysterious disappearance from his room.

MODERN MIRACLE!! PRINCESS GIVES BIRTH TO FROG!!!

(Exclusive to the Junior Inquirer)

"I'm so proud! He looks just like I used to look when I was a wee tadpole!" beamed Prince Rana, the father of the first frog ever born into the Royal family.

The delighted couple plan to name the new heir to the throne "Kermit the First, Bull of Buckingham."

Kermit the First, after being turned into a beautiful baby boy by Princess Hotlips.

Kermit the First as he looked before being kissed by his Mother, Princess Hotlips.

Dumped by Bobsey Twins, Hardy Boys Share New Love

Will Triangle Lead To Heartbreak?

Following the anguish of their recent break-up with the comely Bobsey Twins, Joe and Frank Hardy, handsome, youthful boy detectives have rebounded into the arms of glamorous foxy crime-fighter Nancy Drew.

Ms. Drew told Inquirer reporters that "we're all just good friends, and we have joined forces only to fight crime, right wrongs and maybe go to a movie or two." However, according to a close friend, the Hardy Boys are head-over-heels in love with the Drew girl.

Two's company, but three is a problem! Can heartbreak be far behind?

Hardy Boys and Nancy Drew share a soda with 3 straws

AMAZING REPORT OF UFO IN KANSAS

"Flying House" Takes Girl and Dog to "Strange Land"

A special investigating team interviewed Dorothy, a young girl who claims to have been "transported to a strange and distant land called Oz" in a space vehicle that resembles a typical Kansas farmhouse.

Reporters gasped at vivid descriptions of the aliens the young girl encountered–such as heartless tin robots, brainless straw creatures, lions lacking courage, and little people that directed her to the power source that made her return trip possible.

Astronomers were unable to locate Oz on their charts.

"Somewhere over the rainbow" doesn't give us enough to go on," they complained.

LOVE KNOCKS CAT IN THE HAT FLAT! HOW ABOUT THAT?!

It's the blockbuster romance of the year! Macho sex symbol, the Cat in the Hat, has fallen happily, hopelessly, madely in love with Mittens, the cuddly middle feline of Three Little Kittens fame.

In an exclusive interview, the Cat told the Inquirer, "That Mittens, that Mittens, is the cutest of kittens! For her, kind sir, I'd tip my hat, don a cravat, vote Democrat, sing in A-flat, catch her a rat, and even get fat!"

Mittens had no comment.

Cat in the Hat goes SPLATT over comely London pussycat

MAD'S "REALISTIC"
BOARD GAME DEPT.

MANHATTAN

RULES

OBJECT OF GAME is to go around board as many times as possible before losing everything.

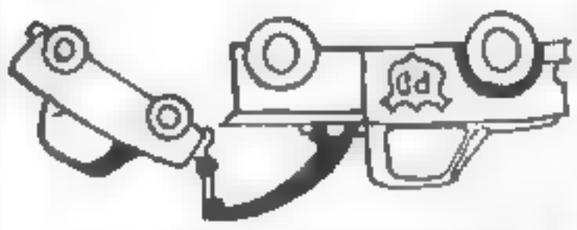
MONEY. Each player is given $50 million, of which $25 million is in unredeemable bonds and worthless. Of the remaining $25 million, $5 million is paid back to bank immediately as Game Tax. Each time a player returns to *GO*, whatever money he has left is reduced 10 per cent by inflation.

MORTGAGES. Every property is mortgaged at start of game. Before player can buy property (which he is a fool to do), he must pay off mortgage plus 30 per cent interest.

BANKRUPTCY. When a player has no money, he is bankrupt and must go to Default, and cannot get out until he rolls craps. Which is as it should be, since anyone living in Manhattan is shooting craps.

ILLEGAL PARKING

PAY $75.00!



WEST SIDE

High Living Costs Drive Out The Middle Class.
Cost: $6 million.

COMMUNITY COLLAPSE

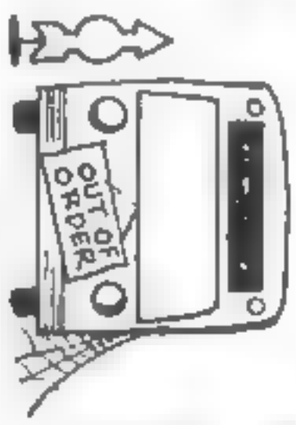
PICK A CARD

GREENWICH VILLAGE

Junkies Destroy Tourist Trade
Cost: $5.5 million.

BUS

IN BANKRUPTCY
GO TO TAXI

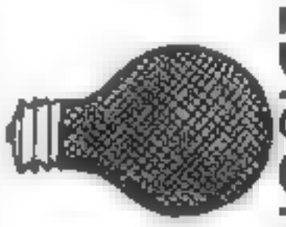


GRAND CENTRAL STATION

Rail Strike Paralyzes Entire City.
Cost: $5 million.

CON EDISON

Power Blackout.
Pay $5000,000
In Rate Increase.



GARMENT CENTER

New Taxes Drive Out Wholesalers.
Cost: $4 million.

JUST BORROWING

IN DEFAULT

COMMUNITY COLLAPSE CARD

Make repairs on all your property—$50,000 for each house, $200,000 for each hotel. Then stop payment on checks and abandon property.

COMMUNITY COLLAPSE CARD

Go to Times Square and shout for help while you're being robbed in broad daylight. Lose everything you own, including your playing token.

COMMUNITY COLLAPSE CARD

Congratulations! You've just been elected Mayor of New York. Don't do anything!

MAN

ARTIST: BOB CLARKE

CHAOS CARD

Go directly to Default. Do not pass Go. Do not collect $2 million. Do not expect to survive another turn.

CHAOS CARD

The political boss you've bankrolled has been indicted for grand larceny. Throw away $200,000.

CHAOS CARD

Take a walk on the Boardwalk (oops, sorry—wrong game!)

TIMES SQUARE

Sleazy Porno Shops &
Hard-Core Movies Ruin Area.
Cost: $3 million.

SUBWAY

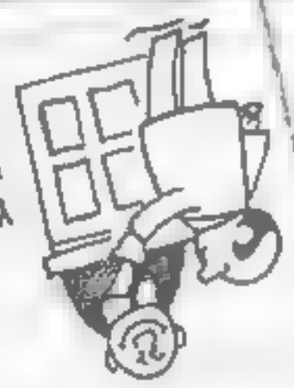
ON STRIKE
GO TO BUS

HATTAN

WRITER FRANK JACOBS

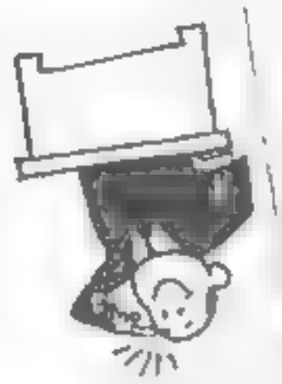
COMMUNITY COLLAPSE CARD

Bank pays you dividend of $10 million (which you immediately pay back to cover overdue loan payment(s).



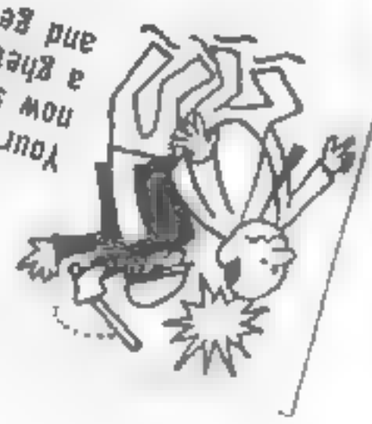
COMMUNITY COLLAPSE CARD

You've been arrested for non-payment of taxes. Pay out a $100,000 in bribe to judge.



COMMUNITY COLLAPSE CARD

You've been elected City Comptroller. Make up a new tax and collect $500,000 from each player.



COMMUNITY COLLAPSE CARD

Your luxury apartment house now stands in the middle of a ghetto. Go to Central Park and get mugged. It's faster.

CHAOS CARD

You've been elected head of the Sanitation Union. Go to City Hall and collect whatever you want.

CHAOS CARD

You've become a slumlord. You bribe building inspector sum of $50,000 and move to Miami.

CHAOS CARD

You withdraw life savings from bank and are robbed before you get out of the door. Lose 2 turns.

CHAOS CARD

The subway you're riding has been hijacked by a mob of Gay terrorists. Lose 1 turn.

	BROADWAY Unions Wipe Out More Theatres. **Cost: $6.5 million.**	TAXI STUCK IN TRAFFIC GO TO PRIVATE CAR	CITY HALL Mayor Gives In To Sanitation Strikers. **Cost: $7 million.**
GO TO DEFAULT	MIDTOWN Decay Of Entire Area Discourages Builders. **Cost: $9 million.**	FIFTH AVENUE More Quality Merchants Flee City **Cost: $9 million.**	PRIVATE CAR VANDALIZED GO NOWHERE
CITY TAX Pay 90% Of Everything You Own.			WALL STREET Panic Selling Of N.Y.C. Bonds Continues. **Cost: $12 million.**
CENTRAL PARK Daylight Muggings Require More Police Details. **Cost: $2.5 million.**	CHAOS PICK A CARD	HARLEM Slumlords Abandon Tenements, Fail To Pay Real Estate Taxes. **Cost: $2 million**	**COLLECT $2 MILLION IN I.O.U.s AS YOU PASS GO**

SIC TRANSIT GLORIOUSLY DEPT.

Nowadays, Travel Agencies are packaging all kinds of tours for all kinds of people with all kinds of special interests, all designed to help them relax, leave their tensions behind and have a good time. But that doesn't make any sense. People work hard their whole lives developing their tensions, mainly in the form of their neuroses! Why should they want to give them up? The truth is . . . most people prefer to carry their neuroses with them! So why not design tours specifically for them? Here we go again with another of

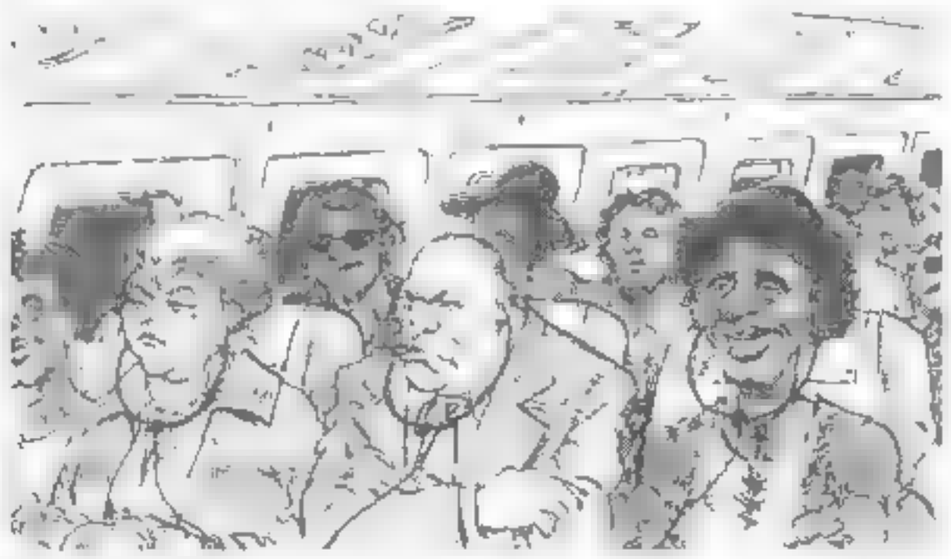
THE MAD TRAVEL AGENCY'S SPECIALIZED TOURS FOR YOU AND YOUR NEUROSIS

THIS ISSUE: THE HOSTILE PERSON'S 3-DAY TOUR OF NEW YORK

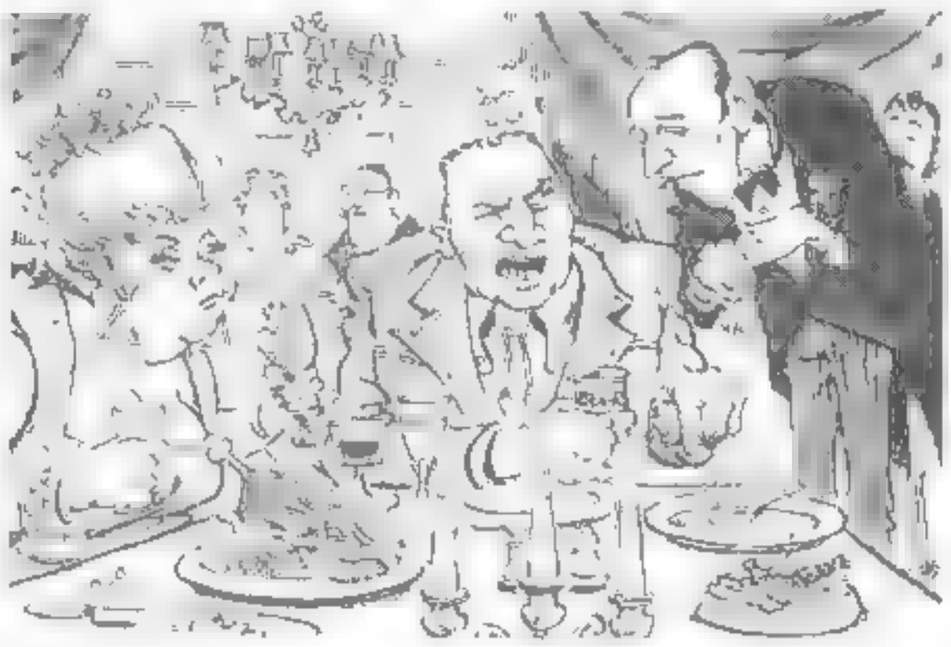
ARTIST HARRY NORTH

DAY 1

Before departing for New York, you apply for Flight Insurance and get teed off when you realize you're worth more dead than alive. At the Seat Selection Counter, you get steamed when they refuse to guarantee you won't be seated next to a Black, a Hippie or a Jew. On the flight, you'll have five channels of stereo to hate, and when you want to walk out on the lousy movie, they won't give you a parachute.



You finally land at Kennedy Airport, New York, after circling for an hour while (you're sure!) they clear the muggers off the runways. At the Baggage Claim, you stop a sneak thief from grabbing your bags, and don't fall for the line that he's a "Skycap" —just because he has a uniform and badge. All you know is he's Black, and that's evidence enough for you! When you arrive at your hotel, you complain about your room, and get sore when the snotty Desk Clerk suggests you actually go up to your room and see it before you complain about it. That night, you dine in one of the city's finest French Restaurants, and you make a scene when the waiter brings you potato soup instead of Vichysoisse you ordered.



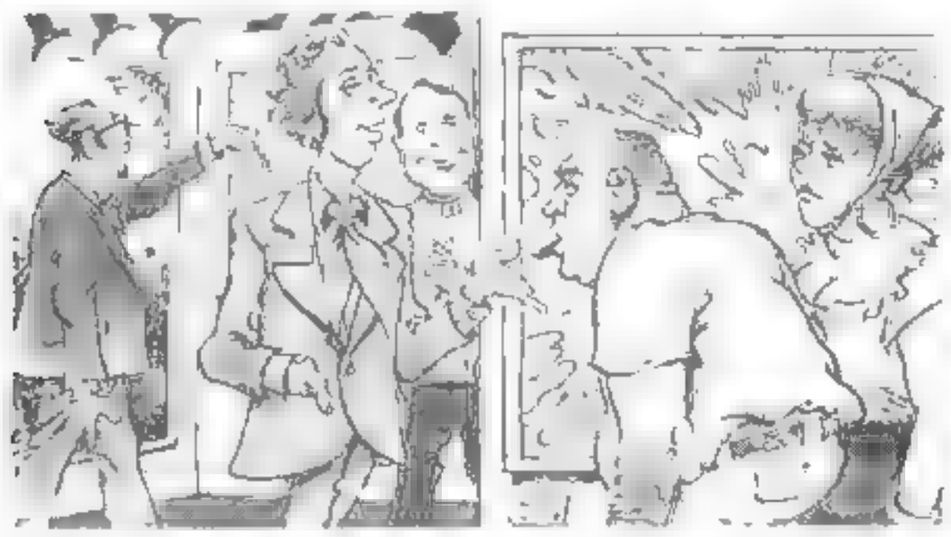
After dinner, you see a Broadway Musical and hate it because every time it gets to an interesting part, some jerk starts singing. Back at your hotel, you enjoy yourself for the first time when you turn on the Late Night TV News and see all the holdups and murders committed in N.Y. that day.

WRITER. STAN HART

DAY 2

You have breakfast in your room and eat it as the Bellhop watches you while waiting for a tip (he can stand there and rot for all you care!), then board a tour bus and get steamed because everyone else seems to be enjoying himself. You start your tour of Manhattan at Chinatown, the largest concentration of Chinese-Americans in the nation.

You feel hostile because you know that 90% of these "Gooks" are covert Commies. From there, you proceed to Wall Street, where you visit the famous Stock Exchanges and get livid with rage watching all that floor activity and knowing they're conspiring to drive down the price of the stocks you own so they can rob you blind—Capitalist Commie Finks! Then to Greenwich Village to visit quaint art galleries, bookstores and boutiques, where you get angry because the place is loaded with fags and you dare them to lay just one finger on you.

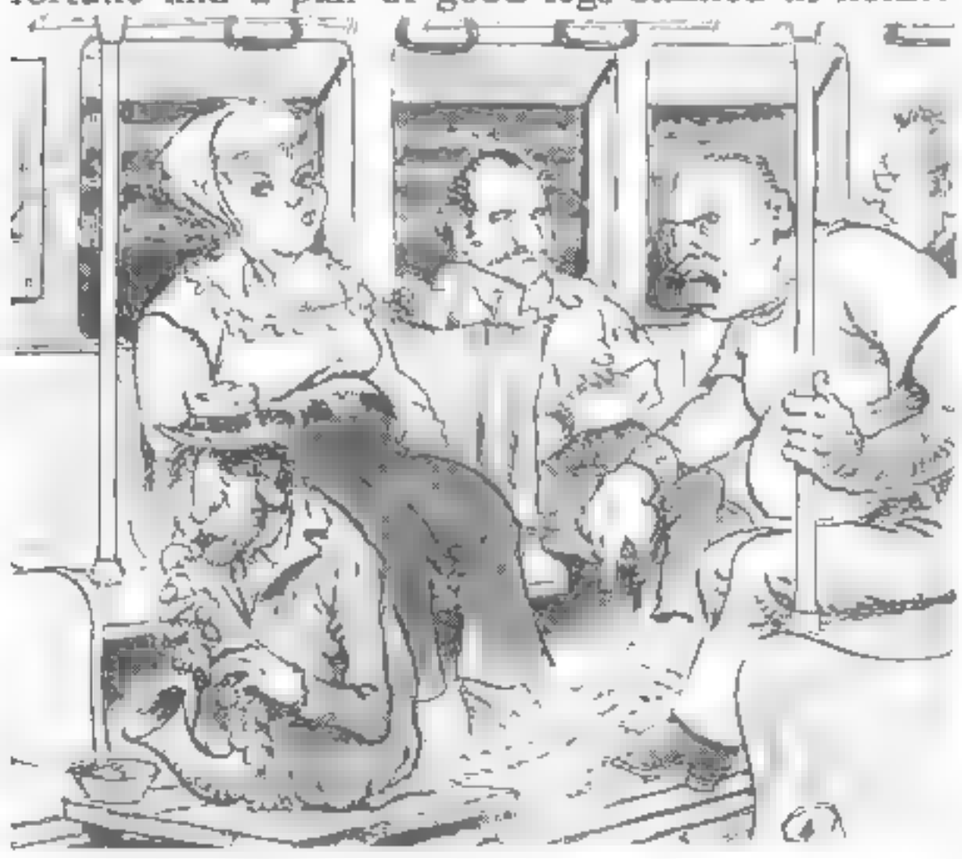


Uptown, you visit the Garment Center, where you become infuriated that a few Jews (practically just off the boat) dictate what American Womanhood should wear, thus undermining the character of our great nation and making it ripe for a Jewish-Commie takeover. Back into the bus for a trip up famous Fifth Avenue, where you feel a surge of white hot anger as you pass St. Patrick's Cathedral and realize the Pope is the real brains behind the city (in league with the Mafia, of course).

That night, you dine at a famous Italian Restaurant and notice that most of the other patrons are Jewish, confirming your suspicions that they *have* infiltrated the Mafia, and those rumors about the Pope being Jewish aren't to be dismissed lightly.

DAY 3

This is your day to explore cultural landmarks and historic sites of the city. After breakfast, which is cold because it was left outside your door by the Bellhop, you travel by ferry to The Statue of Liberty, where you get pissed when you read the inscription about sending us their refuse and their poor. Who needs a bunch of refugees pouring in and bastardizing our culture? Next, you take a subway ride and get furious when a legless beggar playing a saxophone and asking for money rolls through the subway car, and you know damn well he's got a fortune and a pair of good legs stashed at home.



The subway takes you to The Museum of Natural History to see the "Ascent of Man" exhibit, and you get ticked because they teach kids Evolution, disregarding the word of God found in the Bible. At the Planetarium, they turn out the lights so you can see the "Celestial Show." That's what they say! Actually, you know they do this so pickpockets on the city's payroll can roam through the audience undetected and rob unsuspecting tourists.

Next, you have a chance to get really fired up when you visit the U.N. and see those foreigners running around in their dopey clothes. You'll be heartened momentarily when you see and join a group protesting against the U.N., but your spirits will plunge when you realize you've joined a Zionist demonstration. You take a taxi back to your hotel, and are outraged when the cabbie asks you if you're looking for some "action." You get out of his cab without tipping him because you know that he actually plans to get you into a compromising situation and then blackmail you, thereby silencing one who upholds "The American Way of Life" against the 8 million subversives in New York City. That night, you fly home, justifiably furious that New York is a den of iniquity, dragging all of America down with it.

REVERSE IS YET TO COME DEPT.

Robert Burns said, *"The best-laid plans of mice and men oft times go astray, and leave us naught but grief and pain for promised joy."* And Alfred E. Neuman put it even better when he asked, *"How come everything I do turns to poop?"* With these quotes in mind, here's a MAD look at

DECISI

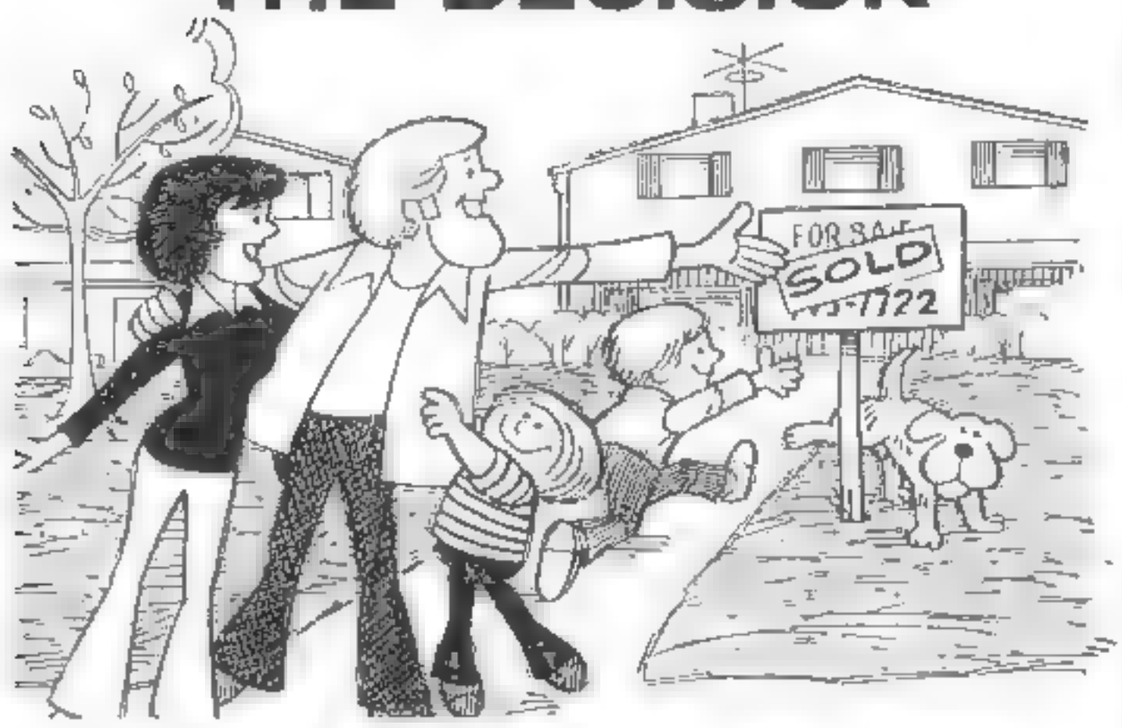
THE DECISION

Hoping to avoid making a serious mistake, you decide to not even consider marriage until after you're thirty...

THE DISASTER

After thirty, you find the only available dates are divorced guys who are always broke because of child-support payments.

THE DECISION

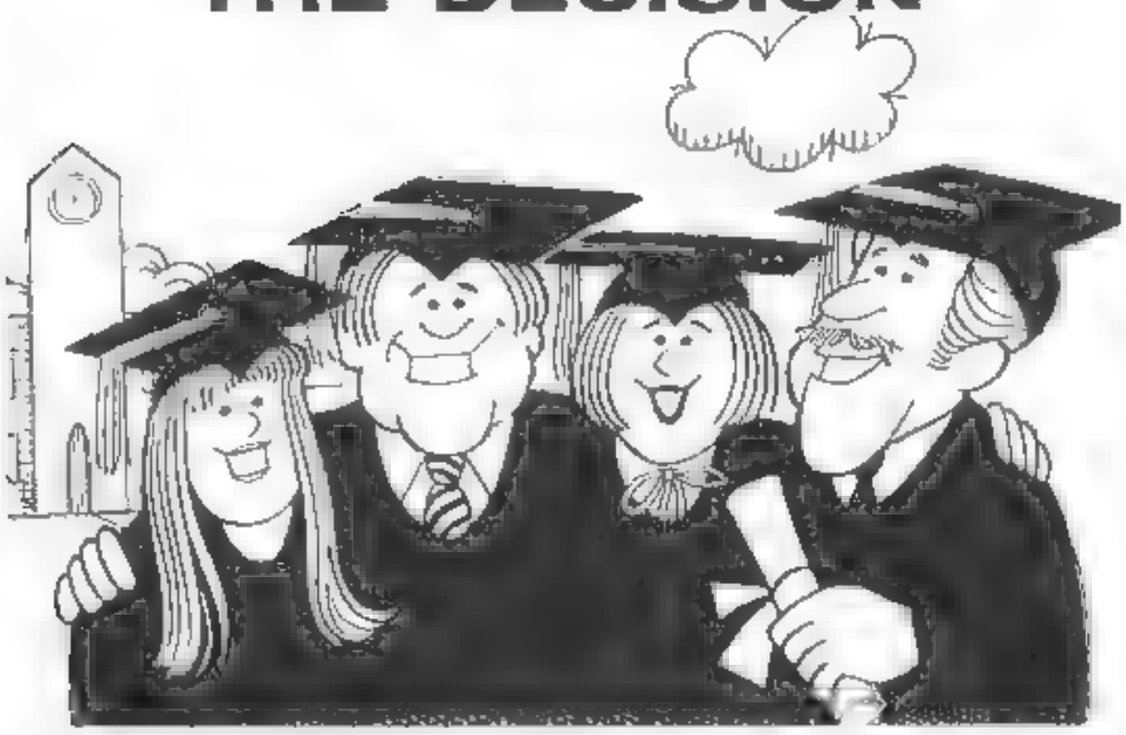


You finally take the big step. You assume a ridiculously high mortgage, and move into the house of your dreams...

THE DISASTER

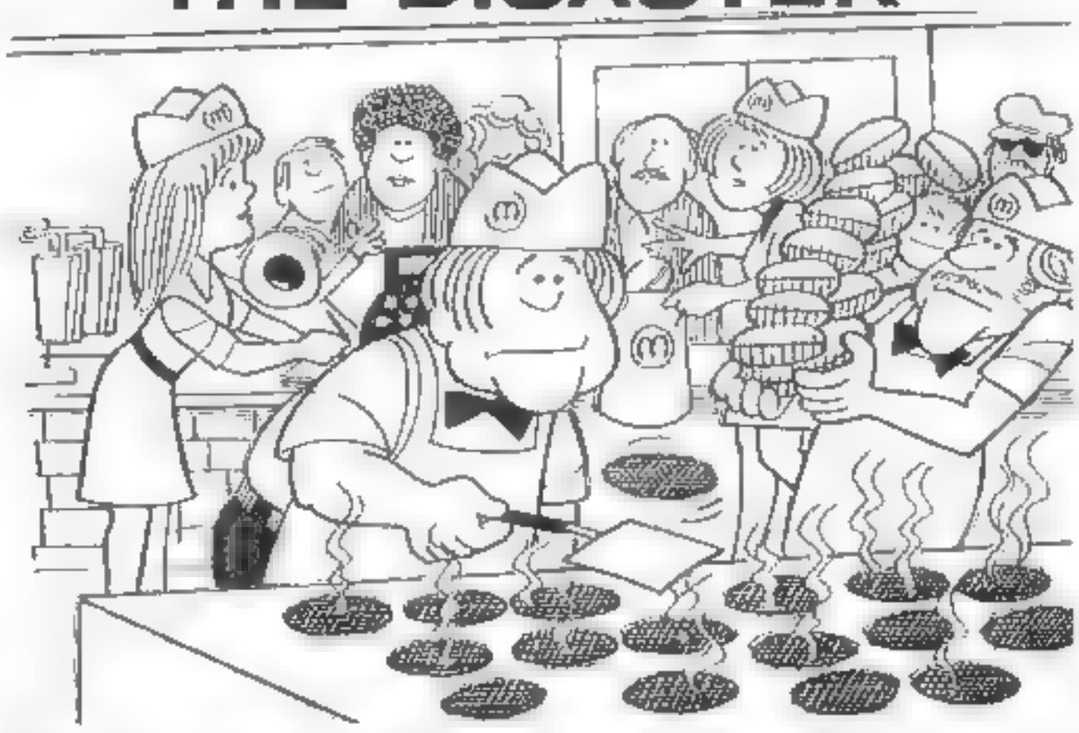
You find that you cannot afford to pay the utility bills.

THE DECISION



As you graduate from college, you promise to get together soon with your best friends from your graduating class...

THE DISASTER



You get together sooner than you expected...at McDonald's ...mainly because it's the only place you can find jobs.'

ARTIST AND WRITER: LLOYD GOLA

ON and DISASTER

THE DECISION

At your wife's urging, you finally vow to quit smoking...

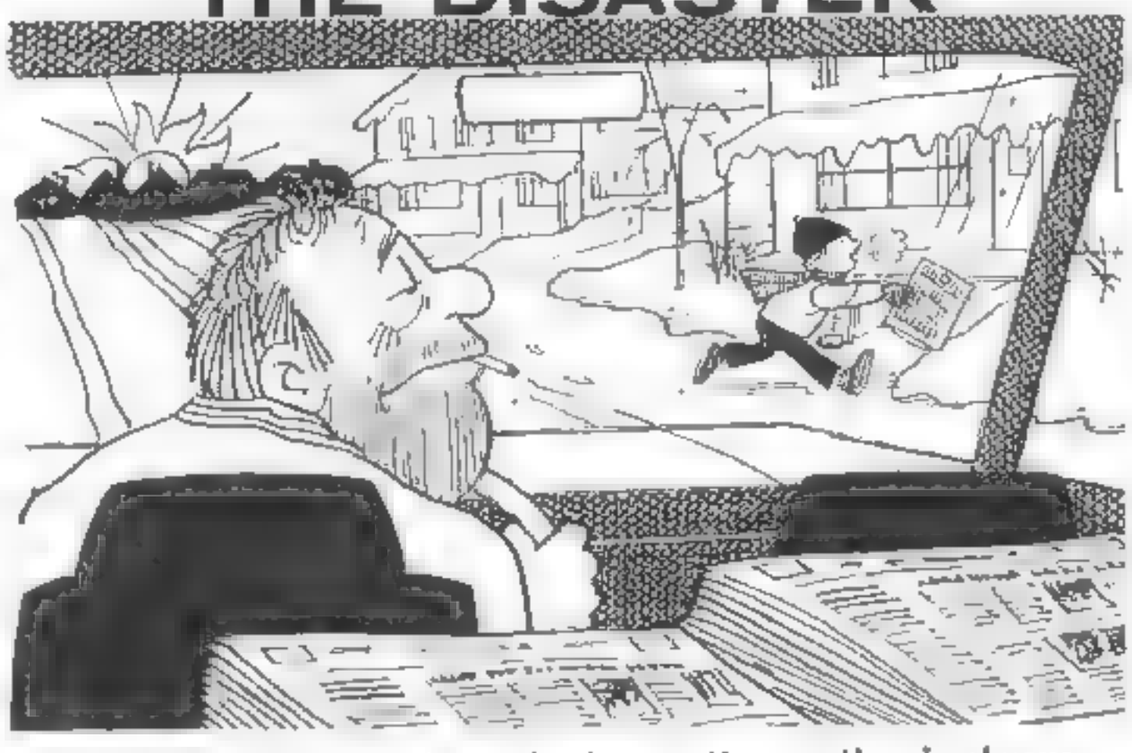
THE DISASTER

After a month, she leaves you because she can't stand your terrible temper tantrums brought on by nicotine withdrawal.

THE DECISION

You encourage your kid to get a paper route so he'll learn something about financial responsibility and independence.

THE DISASTER



Because his bike is always broken or the weather is always bad, you soon find you know the route as well as he does.

THE DECISION

You make up your mind to slave away at Art School in hopes of becoming a highly-paid, respected magazine illustrator.

THE DISASTER

Years later, you find the only people who ever publish your stuff are the idiots who run a low-paying infamous magazine.

In the scientific world, it's important to know formulas . . . like $E = MC^2$ and $C + O_2 = CO_2$. Well, did you know that there are some

MAD FORMULAS FOR

THE TWO FORMULAS FOR PARENTAL RAGE . . .

3 QP = 1 KIO

THE FORMULA FOR DOMESTIC SPENDING . . .

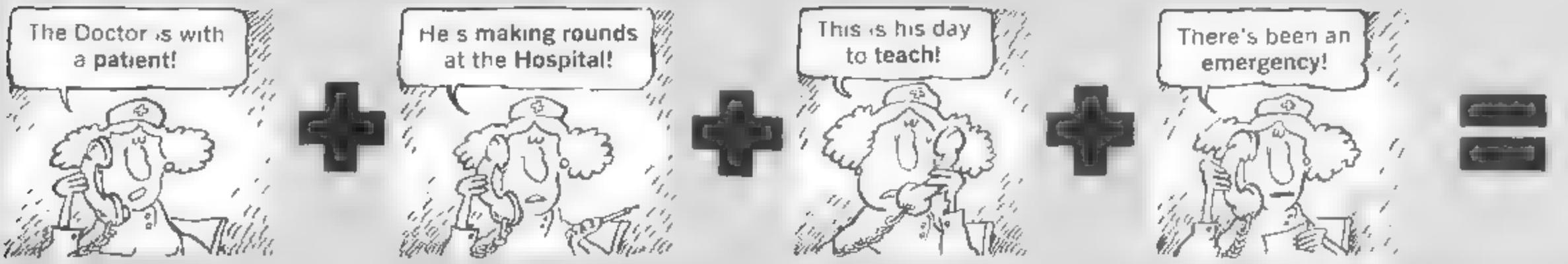
4 IBI = 1 WO

THE FORMULA FOR DINING OUT . . .

ITTBL x IHTFM x TPRLG x LSYWL = NSD

THE FORMULA FOR MEDICAL CARE . . .

TDIWAP + HMRATH + TIHDTT + TBAE = IPA4I



very precise formulas for people in their dealings with one another?
You didn't?! Well, you're about to learn them . . . as MAD presents . . .

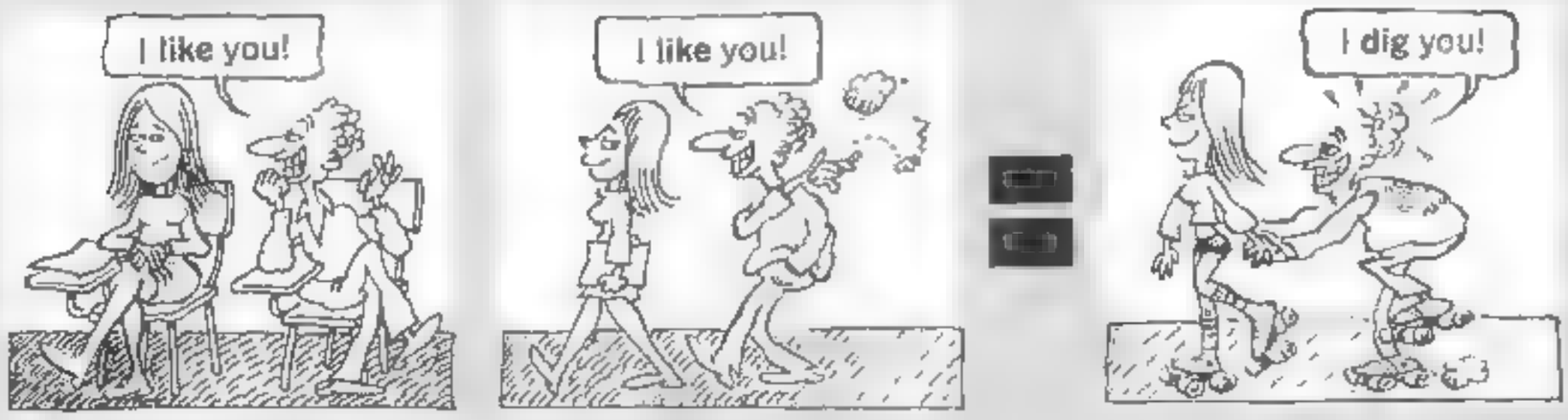
HUMAN RELATIONS

ARTIST SERGIO ARAGONES WRITER FRANK JACOBS

2 KIO = 1 S

THREE FORMULAS OF CALCULATED AFFECTION . . .

2 ILY = 1 IDY

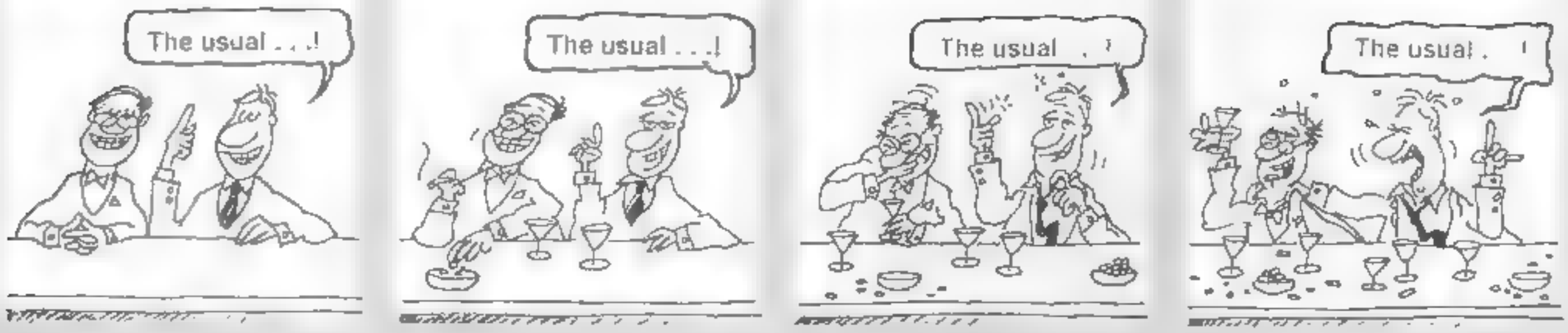


2 IDY = 1 ILFY

2 ILFY = 1 ID

THREE FORMULAS FOR SOCIAL DRINKING . . .

4 TU = 1 OMFTR



4 OMFTR = WHE

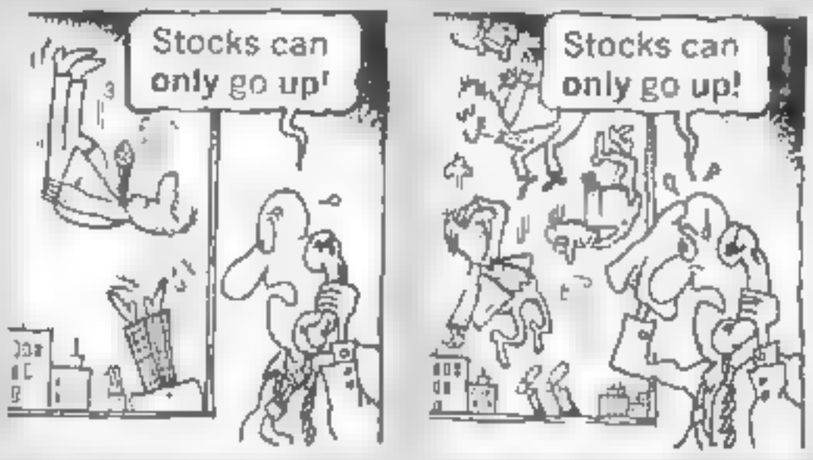
1 WHE x ICDM ÷ WT = C

THREE FORMULAS FOR WALL STREET REASONING . . .

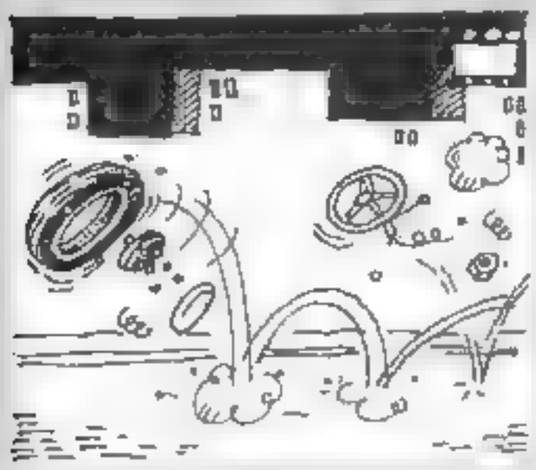
4 IJASO = WDFAR

2 WDFAR = SCOGU

2 SCOGU = YWO

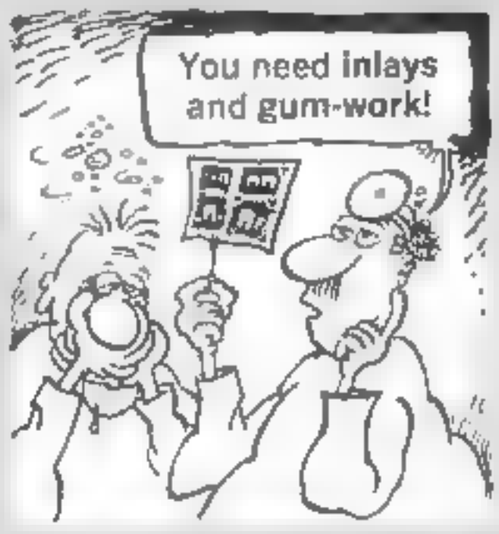


THREE FORMULAS FOR ADVANCED DENTISTRY . . .

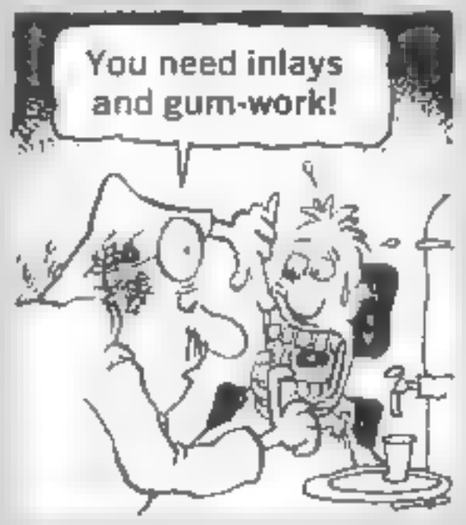


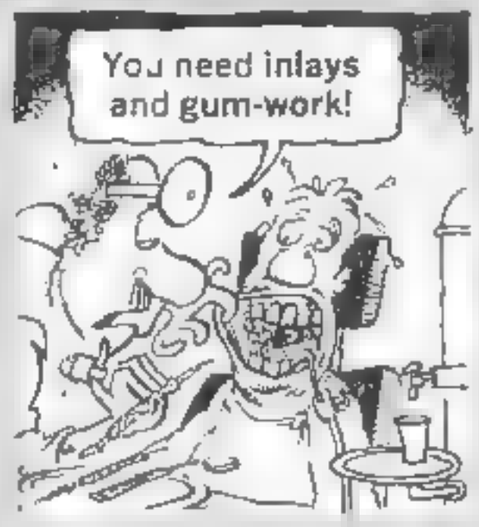
4 WFI = YNIAGW

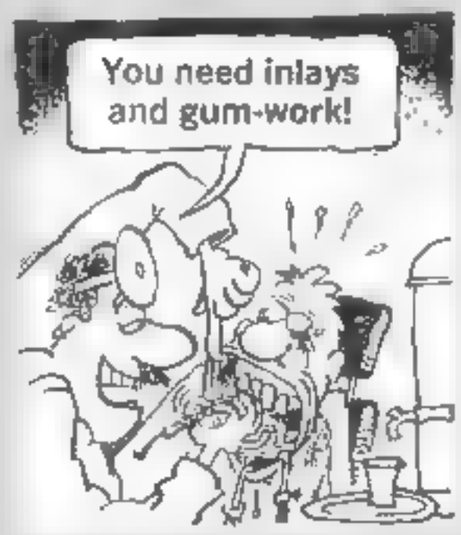
=

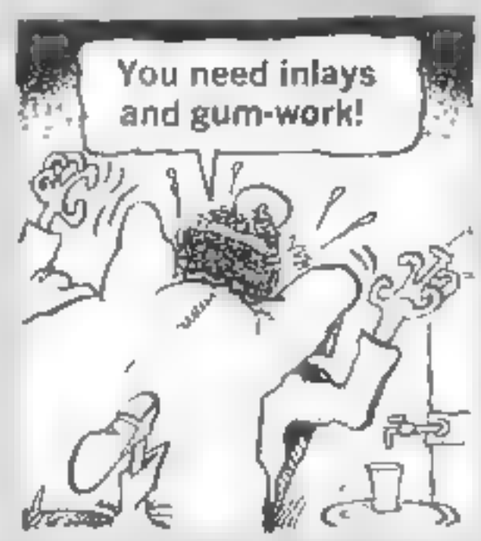


4 YNIAGW = ABWSTOT





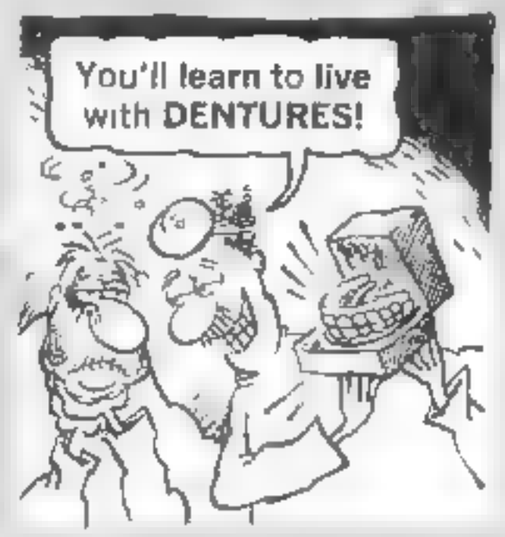




=

2 ABWSTOT = YLTLWD

=

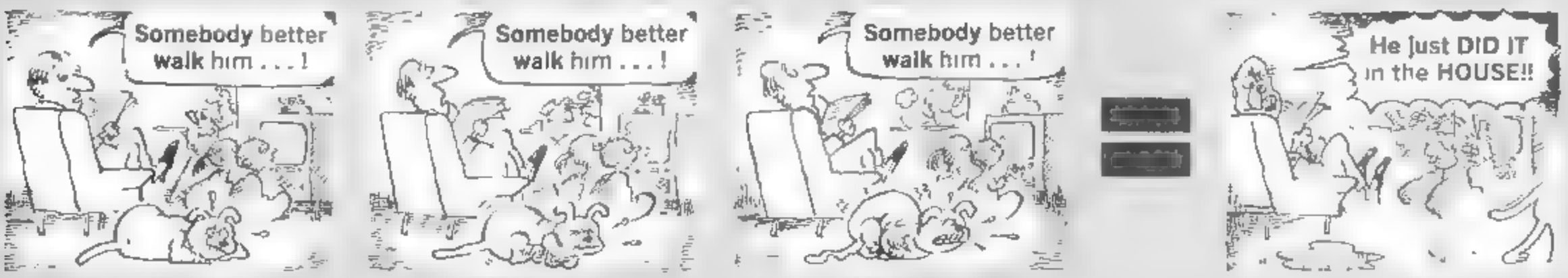


THE FORMULA FOR COURTROOM OPTIMISM . . .

TGNC x TLOOS x NJWECY ÷ WFTDG = WA

THE FORMULA FOR CITY DOG CARE . . .

3 SBWH = 1 HJDIIYH



THE FORMULA FOR MOVEMENT IN THE MAJOR LEAGUES . . .

WTTY + CFIY + WMYTDH + YPHAL + GOAWUTBP = WTTBJ

Welcome to the Yankees!
Center field is yours!
We're making you the DH!
You'll pinch-hit against lefties!
Go out and warm up the Bull Pen!
Welcome to the Blue Jays!

DEPARTMENT OF THE INFERIOR DEPT.

During the past generation, America has acquired lots more people who have acquired lots more cars that they use to drive to lots more vacation spots like our National Parks. Meantime, the space set aside for National Parks has remained about the same. Small wonder that traffic through Yellowstone and Yosemite is now bumper-to-bumper, while the campsites are sleeping bag-to-sleeping bag. By coincidence, this country has developed a flock of new scenic wonders during the past generation that would easily fulfill our need for more National Parks. So why must we face more years of lousy vacations jammed into existing facilities when the Government can develop...

NEW NATIONAL PARKS FOR A GROWING AMERICA

ARTIST: JACK DAVIS WRITER TOM KOCH

AMTRAK MEMORIAL WAITING ROOM
Chicago, Illinois

Dedicated to the thousands who died of starvation while waiting to make train connections here, this vast National Park encompasses 73 acres of hard wooden benches, plus two inadequate rest rooms. A visitors' gift shop is open at irregular times to offer warm cola drinks, last month's magazines and White Sox pennants made of imitation felt. Park Rangers on duty state that the most exciting time to visit the park is on Thursday morning when the Tuesday night train from Omaha sometimes arrives.

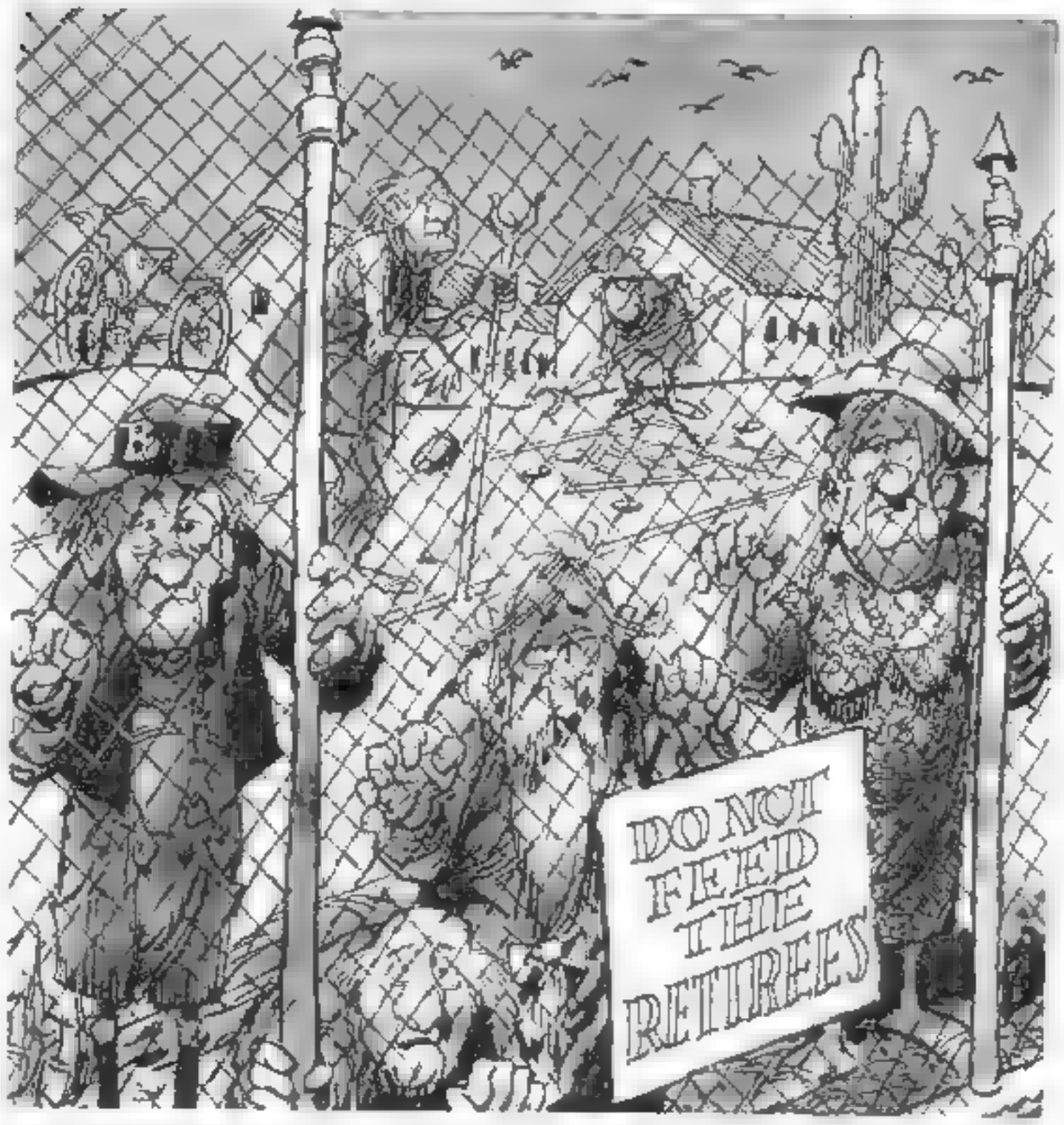
THE LAKE ERIE NATIONAL BEACH AND TRASH DUMP
Cleveland, Ohio

This spacious Park Department facility provides the visitor from less scenic areas with a rare chance to view old inner tubes, broken bottles and rotting garbage in their natural habitat. Trained guides are on hand throughout the Summer months to conduct the Park's world famous "Dead Fish Walk" hourly. Beachfront campsites are available to visitors who can show proof of innoculation against typhoid, cholera and all the other fatal illnesses that are common to the area.

THE LAS VEGAS WILDLIFE REFUGE
Las Vegas, Nevada

Preserved for observation within the Park grounds under spectacular neon lighting are such famous species as the bleached blonde floozy, the tennis shoed Grandmother and the coveted Saudi Arabian high roller. Campers will find 4,000 acres of asphalt parking areas throughout the Park that would be ideal for tenting if the local goons didn't threaten to break the kneecaps of tourists who refuse to rent expensive hotel rooms instead. Clean running water is available at several locations within the Park itself, even though no one has ever been known to drink the stuff.

THE SUN BELT SENIOR CITIZEN PRESERVE
Havasu City, Arizona



In this sanctuary extending over several square miles of parched desert floor, visitors can observe how old people behave when they are yanked out of their native habitats and plunked down in sunny retirement camps. Daily golf cart collisions are staged for the entertainment of tourists, as well as regular shuffleboard fights and bridge table brawls. Visitors over the age of 65 should obtain special "identification tags" from Park Headquarters to avoid being mistaken for residents, who are forcibly required to remain in the camps for life...and have fun!

SANTA BARBARA CHANNEL OIL SLICK PRESERVE
Santa Barbara, California

Located just offshore in the otherwise blue Pacific, this large blob of gook rates as one of "The Seven Man-Made Wonders of the World." The Preserve is an ideal place for studying "Shore Birds," due to the fact that numerous species are stuck in the glop, and cannot fly away to avoid being studied. The Preserve area is presently reachable only by boat, but Park Rangers predict that the oil sludge will soon become thick enough to permit tourists to walk to the Park from beaches.

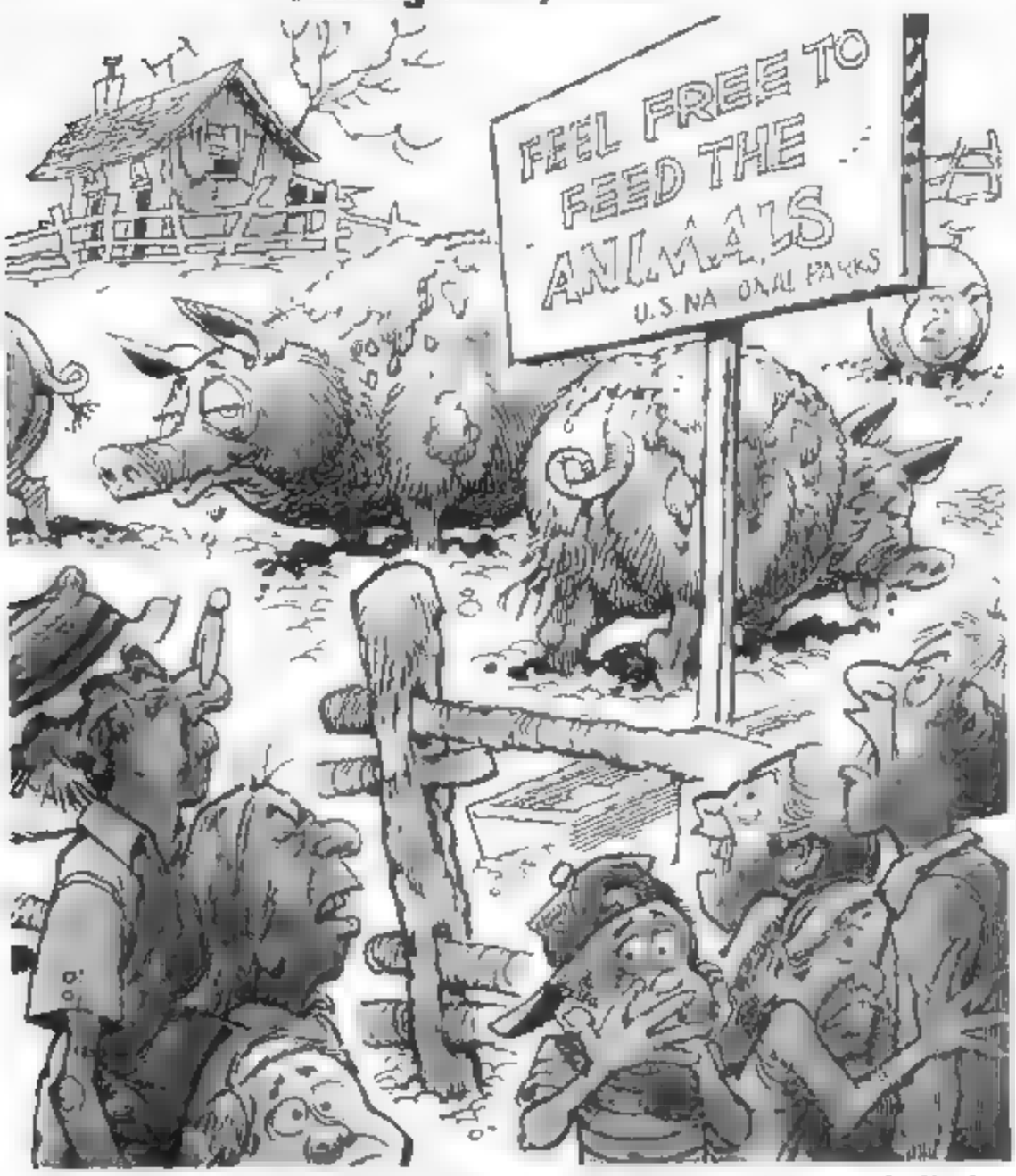
THE VALLEY GIRLS HISTORICAL CAMPSITE

San Fernando, California

Through extensive use of the same garish trimmings that were used in construction of California shopping malls of the '70's, a natural habitat has been carefully restored for America's dwindling herd of "authentic Valley Girls." Colorful specimens can still be spotted at the Fast Food Joints and the other feeding grounds that dot the National Campsite area. Guides fluent in the Valley Girl language can be hired at nominal fees by tourists who wish to converse with the natives, but the Park Service warns that they may find such conversations to be grody to the max.

WITHERSPOON FARM NATIONAL PARK

Falling Falls, Iowa



Conveniently located within an hour's drive of Cedar Rapids, this new public facility was formerly the 180-acre farm of Congressman Parnell Witherspoon. Though its large corn field and functional pig sty make it look much like other Iowa farms, this layout became a National Park after Mr. Witherspoon somehow pushed a bill through Congress that authorized purchase of it from him by the Government for three million dollars. The farmhouse features a unique indoor bathroom which desperate visitors may use by paying a nominal $2 fee.

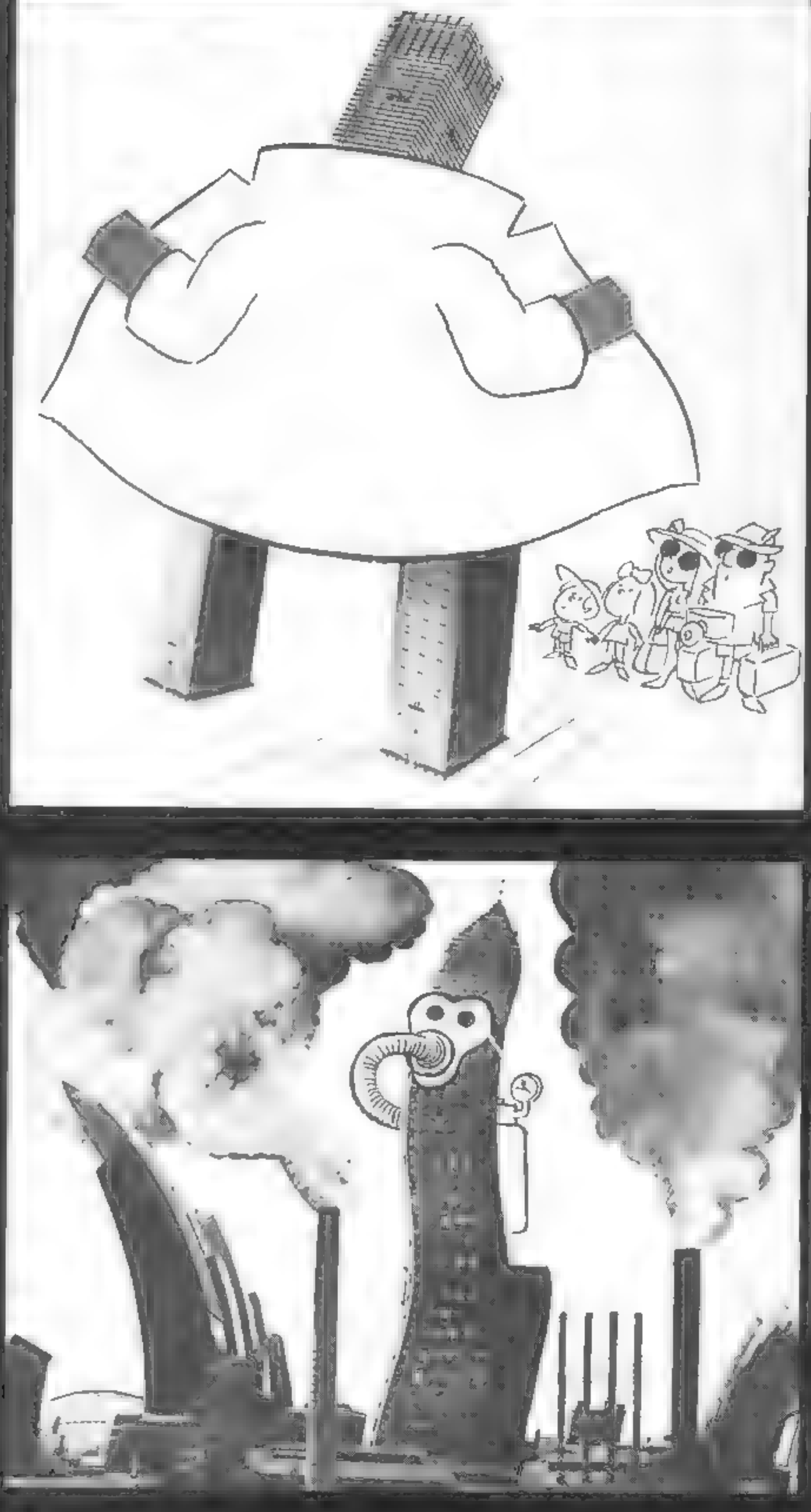
THE LOVE CANAL TOXIC CHEMICAL PARK.

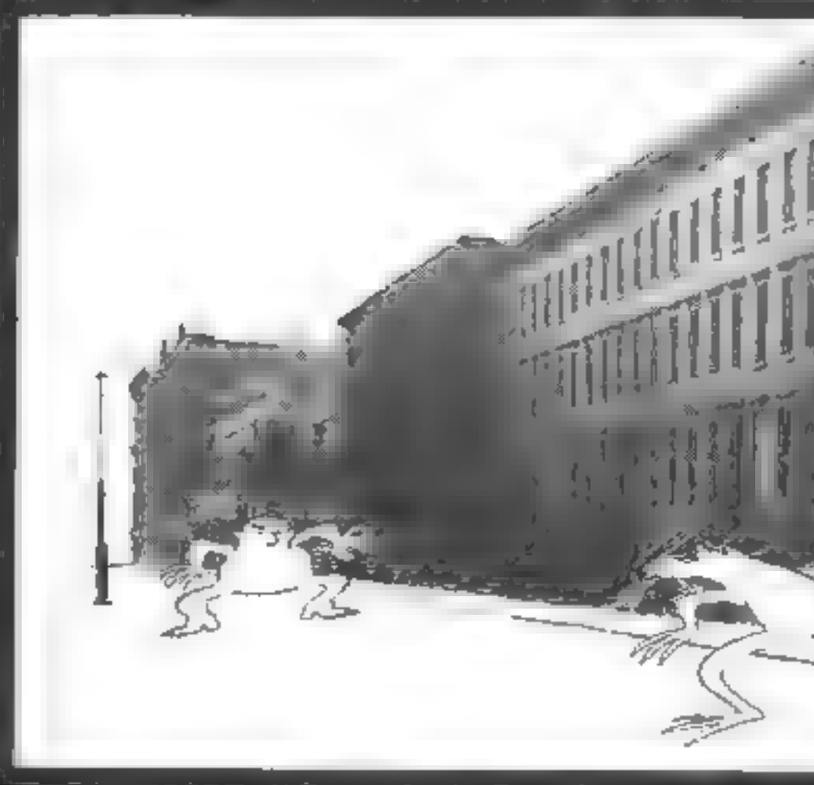
East Tonawanda, New York

Hundreds of square blocks of formerly-inhabited suburbia are now open to outdoorsmen who don't mind contracting a fatal illness while they camp in a poisonous climate. Lawyers and priests are on duty at the Park throughout the year to help visitors draw up their wills and receive their last rites. Regularly scheduled gondola tours down the canal are planned, just as soon as modern science can develop a gondola that can tolerate the local water without dissolving away.

DOWN TOWNS DEPT.

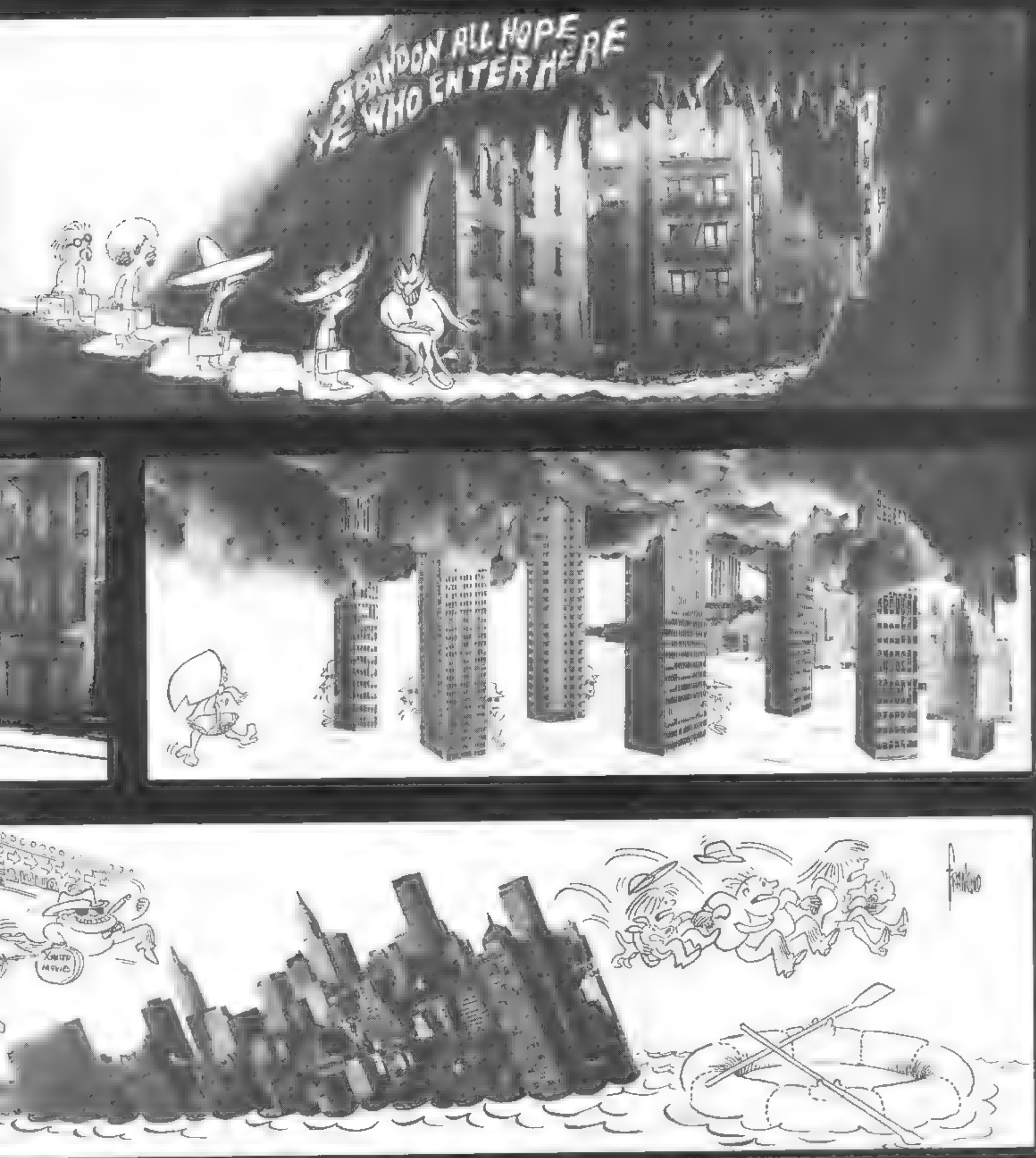
A MAD LOOK





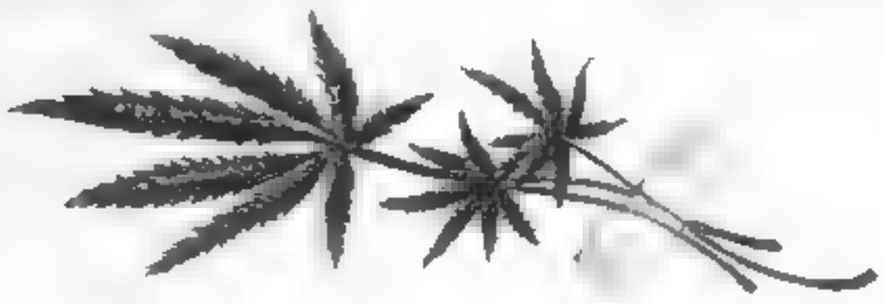
AT OUR CITIES

WRITER AND ARTIST ARNOLDO FRANCIONI



42ND POLICE PRECINCT REPORT:

Case: #221-B **File:** #14



Responding to an anonymous phone call, officers entered the garden of one Jack (s.k.s. Jack and the Beanstalk) to investigate a suspicious-looking 300 ft. plant. The suspect claimed the plant grew without his knowledge or permission after he had cut down a 300 ft. beanstalk that had grown there before (See Case #12-D File #1). Samples of the new plant proved to be of the cannabis family. The suspect claimed that he thought it was just another beanstalk, although he admitted that smoking the leaves of the new plant was much better than smoking the old beans. He also stated that, after smoking said leaves, he could "climb to the top of the new plant without ever leaving the ground!"

DISPOSITION:

Suspect is now being held in municipal jail awaiting trial.

END RUN-ON DEPT.

Remember the phrase that wound up every fairy tale, "... and they lived happily ever after."? Well, do you know anyone, anyone at all, who lived happily ever after? It just can't be done. So what's all this nonsense about fictional characters ending up that way. In fact, MAD has come across some evidence refuting that myth completely. Which brings us to this article which states snidely . . .

OFFICE OF THE CITY MARSHAL
NOTICE OF EVICTION

TO BE SERVED UNTO: Jane Doe (alias: The Old Lady Who Lives In A Shoe), herewith to be known as EVICTEE

TO BE SERVED BY: Thom "Mac" Can, herewith to be known as EVICTOR

BE IT KNOWN THAT: Evictor requests the court to direct that the Evictee vacate said premises, a large shoe, located on Nursery Lane opposite "The Pumpkin Shell", a disco run by one Peter Peter. Evictor contends that the Evictee is an unfit tenant, and states the following reasons:

1. Evictee's children are left for the most part without adult supervision, there being so many of them, the Old Lady doesn't know what to do.
2. Evictee is an unwed mother many times over, there being no Father of any children on record.
3. Because of the situation, many undesirables and foot fetishists are attracted to the area, therebye reducing property values.

Commonwealth of Nostrand

TO THE HONORABLE JUDGE OF THE PROBATE COURT IN AND FOR THE COUNTY OF WUNZAPONATIME

WITNESSETH

WHEREAS, the complainant, Cinderella von Nostrand, hereby files suit for DIVORCE from respondent, Prince von Nostrand. The reasons for this action are contained, herewith:

WHEREAS, the marriage of Cinderella and the Prince was never consummated. On the wedding night, the Prince went to bed with Cinderella's glass slippers, leaving the bride to sleep on the couch. Since that time, the Prince and Cinderella have never shared a bed, the former preferring to sleep with wedgies, loafers, tennis shoes, and opera pumps.

WHEREAS, the Prince, seeming so enamored of Cinderella's shoes, has refused to let her wear any, thereby leaving her shoeless, a condition she married to escape to begin with. Complainant asks for dissolution of the marriage and custody of her sling back, open-toe platform shoes.

SAVE OUR COMMUNITY FROM URBAN BLIGHT

We, the undersigned committee of concerned citizens herewith petition THREE PIGS CONSTRUCTION CO.

to cease and desist building those ugly little brick homes which are eyesores to our charming community. This is our third petition, the first being presented to stop the construction of insect-attracting *straw* homes, the second as a protest against fire-trap *wood* homes and now these "built-to-stand-up under huffing and puffing wind" *brick* models, which are unseemly examples of modern window-less, door-less architecture. We ask you reconsider your plans for a tract development of these homes for the good of the community. Not all of us want to live like pigs! If this problem is not solved peacefully, we will be forced to take it to the courts, where you will surely be thrown to the wolves!

ARTIST· BOB CLARKE WRITER· STAN HART

O THEY LIVED HAPPILY EVER AFTER, HUH?!

WANTED!

For Fraud and Misappropriation of Funds

THOMAS ("Cool Tom") SAWYER

Last Seen: Missouri

Possible Confederates: Becky Thatcher, night club stripper; "Finn", "The Finn", "Huck", "The Huck" (real name unknown)

Sawyer has a history of confidence game activities, dating back to a childhood fence-painting swindle. His latest "sting" operation involved the Hannibal, Missouri Hypochondriac Society in a fraudulent scheme to recycle old, dirty ten, twenty and fifty dollar bills for new, clean, "germ-free" ones. Sawyer is considered to be dangerous, his prime weapon being a boyish face with an impish grin.

. . . and on the local scene, at the sensational **Snow White Trial,** the Prosecution **continued** its case against the Prince, Snow White and their alleged co-conspirators, the Seven Dwarfs, in its attempt to prove that they ran **the biggest porno film-making operation in the country.** Contending that the Prince **induced** Snow White and her little friends to make **explicit sex movies** when the Prince fell upon hard times, after being stripped of his wealth and title by the People's Revolution, the couple faces charges of **"Obscenity"** and **"Contributing to the Delinquency of Undersized People."** The trial enters its **third week** tomorrow with the expected testimony of **Sleepy,** which could be **very damaging** to the defendants when he will be asked to explain why he is so **tired** all the time. And now . . .

U.P.S. 55-890

SPECIAL BULLETIN — 356

Henrietta "Henny" Penny, known throughout the Mid-West for spreading false rumors about the world coming to an end in order to commit larceny and burglary, created a near riot in Indianapolis, Indiana, today when she shouted "The Martians are coming!" on a municipal bus. Despite the fact that the alleged Martians turned out to be six Hasidic Jews returning from Synagogue, the driver and passengers fled the bus, whereupon Henny and her henchmen stole the vehicle, later selling it for $27,000.

If you happen to observe a short, fat female hen screaming "The sky is falling!" or some such nonsense, call the F.B.I. immediately, or just call somebody, since the F.B.I. is probably tapping your phone anyway!

Penny — 30

BLEND RUN DEPT.

Economic conditions being what they are lately, many businesses have decided that one way to survive inflation and other problems is by joining forces with their competitors and pooling resources. Local newspapers have been merging for years;

WHEN POPULAR PUB

IF THE NATIONAL ENQUIRER Merged with THE WALL STREET JOURNAL...

THE WALL STREET ENQUIRER

LARGEST SELLING SCHLOCK BUSINESS NEWSPAPER IN AMERICA $4

An Exciting Medical Discovery By Exxon Oil—Low Gasoline Prices Can Cause Cancer page 31

* * * * * *

Timely Tips From J. Paul Getty—How To Make A Million Dollars A Day Even After You're Dead page 74

* * * * * *

A Visit To The World's Most Profitable Garbage-Recycling Plant—CBS Television City page 19

* * * * * *

Confessions of Mrs. Lee A. Iaococca—"You Think He Was Boring On Those Chrysler Commercials? I Fell Asleep During His Marriage Proposal" page 30

President Of Amalgamated Steel To Marry Minnesota Dwarf

THURSTON MERRIWETHER AND HIS LOVELY BRIDE-TO-BE, ZIPPY

(Note to interested attorneys...This is a legitimate news photo, not a doctored picture, and we have the negative to prove it.)

so have automobile companies. And in recent years airlines have been doing the same thing. With all this happening, can national publications be far behind? MAD feels it's only a matter of time before we'll see what might happen

LICATIONS MERGE

ARTIST: JACK RICKARD WRITER: LARRY SIEGEL

INDUSTRY— BEHIND THE SCENES

At a posh Manhattan eatery the other night, E. F. Hutton spoke and a Playboy bunny listened. Unfortunately so did his wife. She gets their Florida estate and custody of the children, he gets to keep Wall Street . . . The President of the Bank of America is having second thoughts about the U.S. banks' current industry-wide minority-hiring program. It seems a Gypsy bank teller they hired at a San Diego B. of A. branch recently is not only telling fortunes by reading scenic checks, but she and 43 members of her family are living in one of the vaults .

Condolences are in order for the family of the late supermarket tycoon, Monte Halburton. As Monte was being honored at a testimonal dinner last week, one of the wheels on the cart bringing in the lighted birthday cake started moving crazily in all directions, sending the cake crashing to the floor and starting a fire that was fatal to Halburton. Supermarket shoppers may call it poetic justice, we call it murder . . . Congratulations to the Board Chairman of AT&T for

NOW THIS IS TRULY INCREDIBLE

CALIFORNIA – Hollywood corporation accountant Bernard Gorshin can juggle the books of all major film studios and three major TV networks, while simultaneously proving that no film or television show in the past 25 years has ever made a dime. Want to see something even more incredible? Turn to Page 29 and see 3,000 Hollywood writers, actors and directors with profit-sharing plans all getting screwed at the same time

Estranged Wife Of President Of Amalgamated Steel To Marry Minnesota Dwarf

IT LOOKS LIKE WEDDING BELLS FOR MRS. THURSTON MERRIWETHER AND HER LOVELY FIANCE, ZIPPO

(Okay, so we lied on the front page. Big deal. We're too rich these days to worry about lawsuits)

If PLAYBOY Merged With FIELD & STREAM...

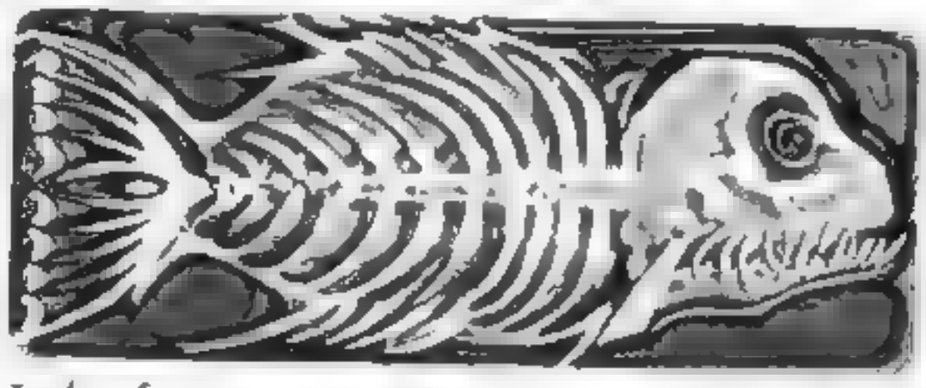
Field & PLAYBOY
UNUSUAL ENTERTAINMENT FOR MEN
NOVEMBER
$3.00
IF YOU SMELL LIKE A MOOSE IT'S MUCH EASIER TO BAG ONE
TIMELY HINTS FOR SWINGING BACHELOR HUNTERS ON THE GO
PROVEN TURN ON OF THE MONTH: THE COMELY WINCHESTER 30-30 STRIPPED TO THE BARR...
TEN FUN WAYS TO MILK THE ELUSIVE MOUNTAIN GOAT WITHOUT GETTING EMOTIONALLY INVOLVED
NEW TAPE REVIEW: BLOOD CURDLING SCREAMS OF DYING MALLARD DUCKS AND OTHER GREAT STIRRED SOUNDS OF A SWINGING HUNT
BLAM!
BLAM!
TRACKING THE WILD CHICAGO RABBIT IN HIS LAIR
PLUS—THE PRESIDENT OF THE NATIONAL RIFLE ASSOCIATION SPEAKS OUT: "GUNS DON'T KILL PEOPLE, PEOPLE KILL PEOPLE" — AND OTHER EXCITING FICTION

DEAR FIELD & PLAYBOY

DEEP SEA DELIGHTS

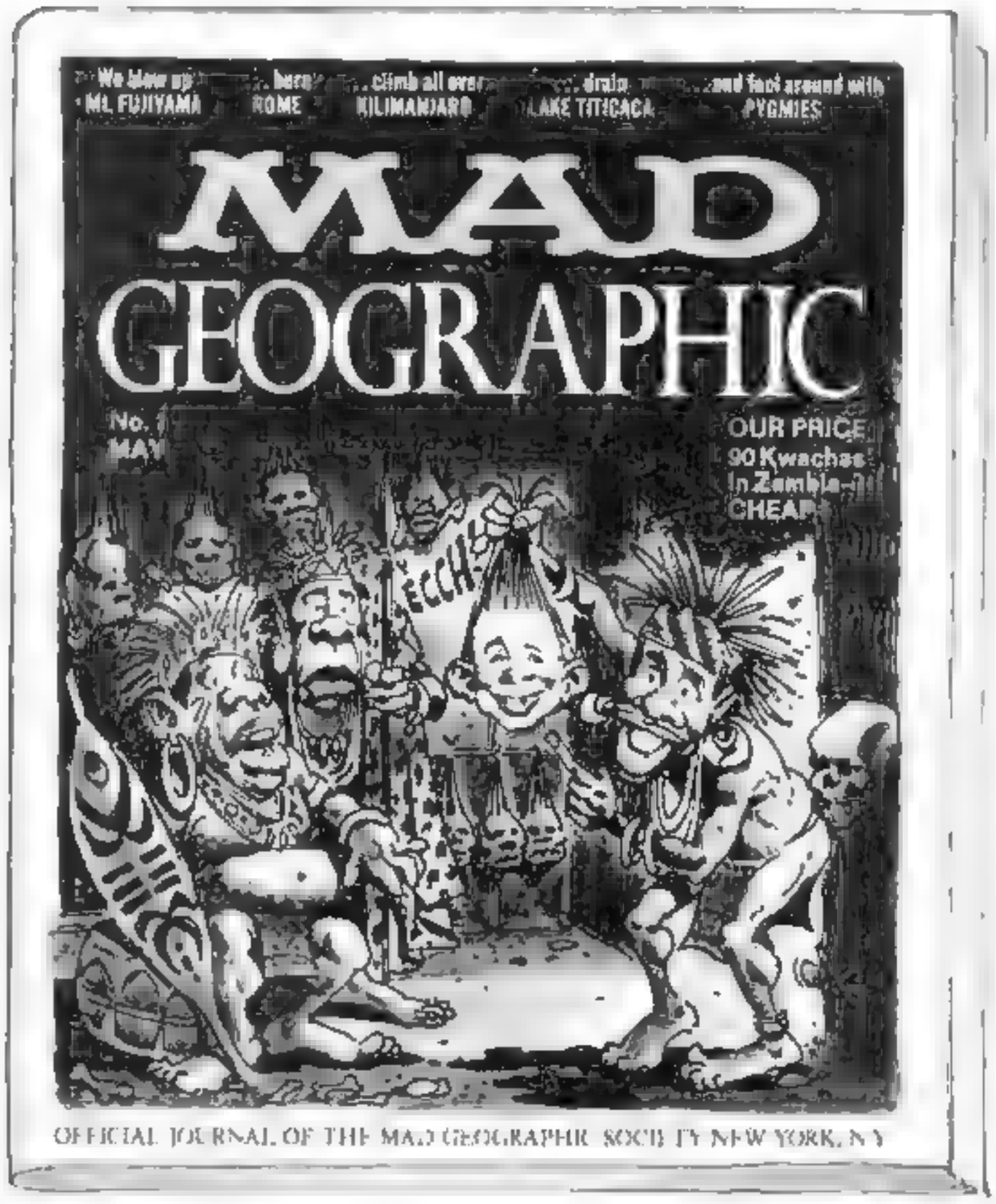
Like other hip, urban anglers who turn on to fish, I'd like to thank you guys for some of the most exciting photo layouts ever, in recent issues ("The Nude Tuna," "The Even Nuder Marlin," "The Still Nuder Bass"). Wow! Do you think you can ever top anything like that for sheer mind-blowing sex?

Rick Zibindin
Bangor, Maine



Judge for yourself, Rick. Here's our next month's feature. "The Even Still Nuder Rainbow Trout."

If NATIONAL GEOGRAPHIC Merged With MAD...



A POX ON YOUR OX DEPARTMENT
MAD GEOGRAPHIC's Himalayan Yak Herder Of The Year 34

STICK UP FOR YOUR RITES DEPARTMENT
The MAD GEOGRAPHIC Tanzanian Fertility Rites Primer 21

FROM DAWN TO TUSK DEPARTMENT
If Walrus-Hunting Customs Of The Umingatok Eskimos Were Used In Everyday Life 12

NATIVE TONGUE DEPARTMENT
Special Greeting Cards For Expectant Tabatinga Clawed Anteaters 43

PUT YOUR FUNNY WHERE YOUR MOUTH IS DEPARTMENT
An Al Jaffee "Snappy Answers To Stupid Questions" Vladivostok Bubonic Plague Incident ... 19

TOMB IT MAY CONCERN DEPARTMENT
MAD GEOGRAPHIC's Pre-Cenozoic Era Megalithic Monuments For Clods 37

THE FIELD & PLAYBOY ADVISOR

I am a devout Catholic hunter who has always taken my shooting pleasure from where it comes. However in recent years the walls of our house have become so jammed with big game heads that the other day my wife said, "Enough is enough." So I bowed to her wishes and we both agreed to practice gun control. Because of this my parish priest (and hunting buddy) Fr. Timothy "Deadeye" Lanigan has threatened me with excommunication from the church. What should I do?

—R.V., Fargo, North Dakota

While we at FIELD & PLAYBOY neither condemn nor encourage any specific religious practices, we understand the predicament you are in. Like other Catholic hunters, you might want to try the rhythm method of hunting. By firing blank cartridges at game on certain days of the month during the hunting season, you can derive maximum pleasure out of shooting and still not have to worry about

DEERLY BELOVED

FIELD & PLAYBOY'S PLAYMATE OF THE MONTH

Her name is Bambi. She's got the sleekiest, tawniest coat you'd ever want to see, legs that won't quit on you, and a body that'll surrender in a second (if you play your cards right). Her vital statistics are 68-68-68. And in addition to being a professional deer, she is also studying to be a dental technician.

Gosh, if it isn't that darn pest, Roger Kaputnik. What on heck are you doing in this fancy leper colony in French Guiana, Roger?
I don't know, but I hear it's going to cost me an arm and a leg

BURY-BURY DEPT.

LIGHTER SIDE OF LEPER COL

If you've ever seen Don Rickles on TV, you know how acid-tongued he can be. Which got us to thinking what could happen if people in all geographical areas talked like him. Mainly, here's what it'd be like

IF THE HIGH PRIESTS OF THE MALEKULA ISLANDS CONDUCTED FUNERAL RITUALS LIKE DON RICKLES

There he is, Mr. Frozen-Face himself. I'm talking about you, dummy, sitting by the tree, not the corpse. Next to you the deceased looks like Charo caught up in a runaway vibrator.

What's your name, hockey puck? What's the matter, these questions too tough for you? Okay, you dum-dums wanna start passing the laplap so we can appease the gods, and then we'll set fire to the rhambaramb . . .

Oh I see the Big Namba chief, Tabwibalembank, is with us tonight. You're looking great, Tabby. No one could ever tell you got your face caught in an armadillo trap . .

S-EYE VIEW DEPT.

HERE COMES THE PITCH DEPT.

Today, in order to compete with foreign imports, American automobile makers are offering us "cash rebates" instead of better cars. And other manufacturers of slow moving items are inducing us to buy theirs with "two-for-the-price-of-one"

SALES INCENTIVES FOR OTH

A PROMOTION LETTER FROM THE FATHER OF A HARD-TO-MARRY DAUGHTER

AN AD FOR AN EMPLOYMENT

You may have already won... Sandra Pfeffer's hand in marriage

In The $250,000 Pfeffer Family Marriage Sweepstakes

Dear Mr. Frabbischer,

Congratulations! You may have already won yourself a valuable Bride, worth $250,000 in Pfeffer Tool & Dye Company stock alone. . .and, at the same time, Mr. Frabbischer, you can become a member of one of the most popular and widely-read-about families in Racine, Wisconsin . . . and land yourself a job as a $30,000 a year Executive in the family business!

How does this news strike you, Mr Frabbischer, out there in your home at 12 Oak Rd Stump, Utah?

Just imagine! A wonderful wife of incredible value, hand-picked for you and no one but you (or one of the other six million carefully-selected people chosen from 10,000 telephone books around the country)! Marry her and make all your dreams (and one measly little dream of mine) come true!

Fun, Mr. Frabbischer? You bet!

Easy, Mr. Frabbischer? And how!

And remember, you don't have to marry Sandra Jayne Pfeffer to be a big winner. Simply check the "YES" or "NO" box below, and leave the rest to me.

Very truly yours,

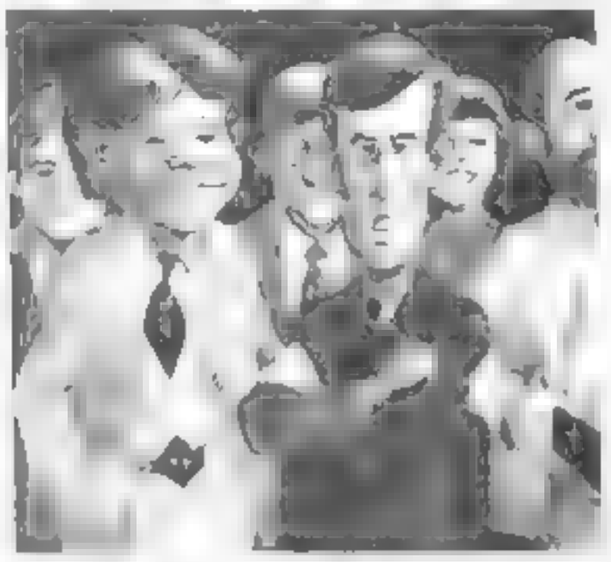
Waldo Emerson Pfeffer
Father of the Bride

P.S. This offer expires, hopefully, before I do!

YES ☐ I am definitely interested in the opportunity to marry Sandra Jayne Pfeffer and reap all of the subsidiary benefits that go with it! I should live like a King!

NO ☐ I am not interested in marrying Sandra Jayne Pfeffer, but I'd still like to have that $30,000-a-year job in the family business! I should live so long!

JANUAR



BOY, ARE W

Here we are hopelessly overstocked with more than 50 White Anglo-Saxon Protestant job applicants, when, as any fool can tell you, in today's equal opportunity employment market, the only people being hired for the desirable positions in banks and business firms are Blacks, Latinos, Orientals and Arabs

And so, we've decided to offer you the greatest cash-saving tie-in deal of the century. By taking these turkeys off our hands, YOU BENEFIT!

FARNSWORTH

New York
Newport

ARTIST: BOB CLARKE WRITER: LARRY SIEGEL

sales and "your-money-back-if-not-satisfied" deals. Yep, we are being inundated with attractive sales incentives in hopes that we'll be suckered into buying unwanted products. Which got us wondering what might happen if they started using

ER HARD-TO-MOVE ITEMS

AGENCY UNEXPECTEDLY CAUGHT OFF-GUARD

VE EMBARRASSED!

• Hire a white Phd from Yale to sweep out your bank and change the calendar

AND GET A SAN JUAN JUNIOR HIGH SCHOOL GRADUATE AS A LOAN OFFICER...

FOR HALF OUR REGULAR FEE!

• Hire a white Pathologist from Johns-Hopkins to carry bedpans in your hospital...

AND GET A LIBYAN CAMEL VETERINARIAN SURGEON AS HEAD OF YOUR CARDIO-VASCULAR DEPARTMENT...

FOR HALF OUR REGULAR FEE!

• Hire a white CPA from the Chrysler Corporation to wash your windows...

AND GET A VIETNAMESE "MCDONALD'S EMPLOYEE OF THE MONTH" AS HEAD OF YOUR PLANT'S PAYROLL DIVISION...

AT HALF OUR REGULAR FEE!

And there's more! Lot's more! But don't forget, this is a limited offer! Grab those WASPS while they're desperate! Just remember: White Elephants work for peanuts!

EMPLOYMENT AGENCY

Chicago Palm Beach
Beverly Hills Death Valley

AN AD PLACED BY A VERY DESPERATE PET SHOP OWNER

BUY ONE CAT! GET 27 FREE!

That's right! You heard me! Buy this beautiful cat for just $9.00 (postage paid) and get her litter of 27 adorable kittens absolutely free! She's an extraordinary pet who can do wonderful tricks like rolling over on her back, playing with a ball of yarn, and giving birth to kittens at the drop of a hat, even while I'm writing this ad. That's why I want to repeat this sensational offer:

BUY ONE CAT! GET 31 FREE!

Think of all the fantastic things you'll be able to do with these 37 kittens! They make great companions, they keep you company on rainy days, and you'll never have to worry about being mugged some night by a small mouse. Besides, if I don't find a home for all 43 of them soon, I'll have to put them to sleep. And do you know what it's like to see 48 kittens stuffed into a bag and thrown in a lake? Believe me, it's not a pretty sight! So what do you say, pet lovers?

BUY ONE CAT! GET 54 FREE!

SIMON SCHNABBLE'S PET SHOP*

Fourth Avenue and Main Street Decatur, Illinois

*SEE OUR AD ON PAGE 24 OF THIS PUBLICATION FOR MORE WONDERFUL BUYS ON RABBITS, GERBILS AND COAT HANGERS

AN AD PLACED BY THE OWNER OF A DISASTROUS BASEBALL TEAM

SENSATIONAL SIX MONTHS FREE TRIAL OFFER!

How would you like to be the owner of your very own Major League Baseball Team? So would I! Unfortunately, I'm not! And that's why the only thing I can offer you is the next best thing to a Major League Baseball Team! In other words, here's your chance to...

OWN THE SAN DIEGO PADRES!

Interested, but afraid of the risk? Stop worrying! Get in on this incredible Six Month Free Trial Offer! Simply buy the team, try them out next season, and if you're not completely satisfied, return all players, personnel and equipment and get your money back–no questions asked!

In addition to a full coaching staff, a front office, and an entire scouting system, you get the most popular group of pitchers in baseball (but don't take our word for it; ask any hitter in the League which is his favorite pitching staff, and he'll tell you the Padres!) *PLUS*... two $850,000-a-year infielders, batting .334 (.167 each, but ready to go on the free agent market, so you've already saved $1,700,000 at the start)–*PLUS*, a beautiful stadium, where you can picnic with your family during Sunday double-headers, and not be bothered by noise, crowds or traffic congestion–*PLUS*, outstanding California weather, and never having to worry about going to miserable cold climates like Milwaukee or Montreal for playoff games or the World Series in October!

EXTRA ADDED BONUS

And, of course, when you buy the San Diego Padres, you also get our great performing chicken to not only cavort in the stands during games, but to take home with you in the evenings. He's wonderful fun for kiddie parties, and he's a terrific companion to have around the house to cheer you up after such things as a death in the family.

Still interested? You bet you are! Simply fill in the coupon below, and the Padres is yours in our fantastic Six Month Free Trial offer!

cut here

Dear Sirs,
Of course I am interested in getting in on your fabulous offer. Enclosed please find a check for $20,000,000, for which, turn over to me the San Diego Padres. If I am not 100% satisfied after one full season, you promise to return my money in full, no questions asked.*

NAME _____

ADDRESS _____

*Please allow 60 or more years for postal delivery, as the mail from Brazil is slow!

AN AD FOR A FAILING CIGARETTE BRAND

KANT CIGARETTES $10.00 OFFER!

Here's your chance to enjoy smoking one of America's great cigarettes, and get $10.00 besides!

Between now and Dec. 31st, just clip three of the Surgeon General's Warnings printed on every pack of Kants, and mail them to us with the coupon below. We'll mail you back a coupon worth $10.00 toward the cost of your next Chest X-ray.

This coupon is good in any clinic, hospital or doctor's office, and may be transferred to any family member or friend, providing he or she was in the room when you smoked your three packs of Kants.

The makers of Kants want you to know that we're as concerned with your health as you are. So light up now and get started toward your $10.

Enclosed are my three Surgeon General's Warnings. Send me my $10.00 coupon.

NAME

ADDRESS

SYMPTOMS I NOW HAVE: ☐ COUGHING ☐ WHEEZING ☐ PANTING ☐ SHORTNESS OF BREATH ☐ YELLOW TEETH ☐ DIZZINESS ☐ LOSS OF TASTE ABILITY ☐ DISGUSTING DISRUPTIVE HACKING AND BARFING

A PITCH FOR A SLOW-MOVING MAGAZINE

Pssst! **Hey kid! C'mere!** Got a little **deal** for ya! For today, and today only, if you buy a copy of **MAD**, I'll let you have a peek at this month's **Playboy centerfold** at no extra charge! I'll let you drool over it for a **whole five minutes!** Heck, I **like** you, kid, so I'm gonna go even **one better!** Buy this **MAD Super Special,** and I'll let you look through an entire issue of **Hustler!** Whaddya **say,** kid? Where you gonna get a fantastic deal like **this** for $2.50?!

IT'S PLOTS UP FRONT...DEPT.

The average American spends more than ¼ of his waking hours in front of a TV set watching silly "entertainment" a category that may not even include "Sixty Minutes" or "Wall Street Week." The worst thing about this waste of time is that it really isn't necessary. MAD has found that a mere handful of basic plots exist in all of television. Thus, with a little practice, anyone can guess how an hour-long story is bound to unfold after watching only the first two or three minutes of it. Obviously, plot-spotting is a desirable skill to master because it allows you to monitor your favorite shows while freeing you to do other things for 58 minutes out of every hour. So stick with us, and we'll demonstrate how to analyze the opening scenes of typical programs and turn them into

TV SHOWS YOU DON'T NEED TO FINISH WATCHING

ARTIST HARRY NORTH

WRITER TOM KOCH

Look, Darling! Another flunky . . . bowing and scraping before us! I think I'm just going to love being Mrs. J. Hartford Perlmew III!
Yes, enormous wealth and high social position DO have their advantages, my Dear!

Well, if it ain't Trixie LaToosh . . in the flesh after all these years! How's tricks, Trixie ?
Pamela, dear, who IS this slimy creepish person??
don't know! There's been some mistake!
Hey whatever you say, Kiddo But think about it !

INSTANT PLOT SUMMARY

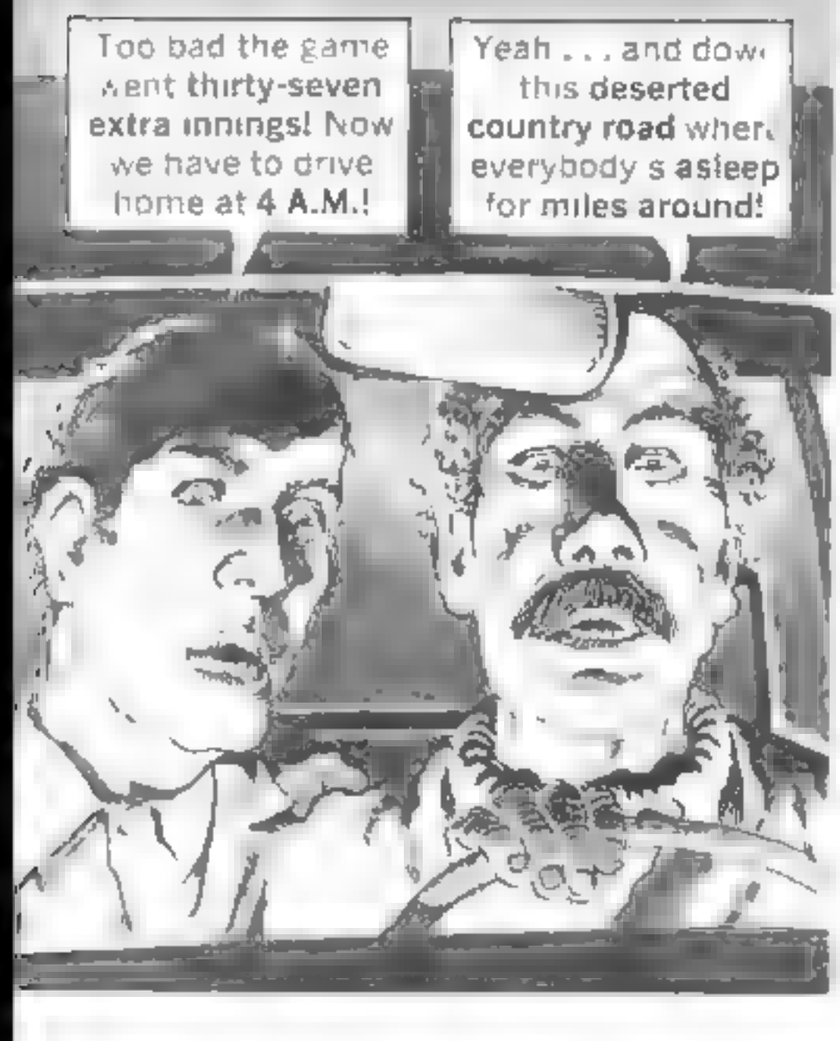
Already, you can be sure that the bride, unbeknownst to her rich new husband, has a dark, hidden past in which she was either (a) a dance hall floozy, (b) an underworld gun moll or (c) a notorious unwed mother. Having been spotted by a slimy creep who knew her in her former questionable life, she will immediately become a target for blackmail. This naturally will force her to hire an expensive private eye for engaging in car chases, shooting most of the other guests in the hotel and winning the eventual forgiveness of her twerpish husband.

I bet I get a standing ovation tonight for hiring Schlipkus And His Trained Dogs to entertain at the Country Club Follies!!
How come you didn't give our fifth grade jazz combo a chance to try out first Pa?
Because your father needed professional entertainers, Roscoe! You're just a bunch of kids horsing around!

Terrible news, folks Bad weather has shut down the airport! Schlipkus And His Trained Dogs can't get here tonight!
Holy mackerel! The show is due to start in an HOUR and now we have no entertainment!

INSTANT PLOT SUMMARY

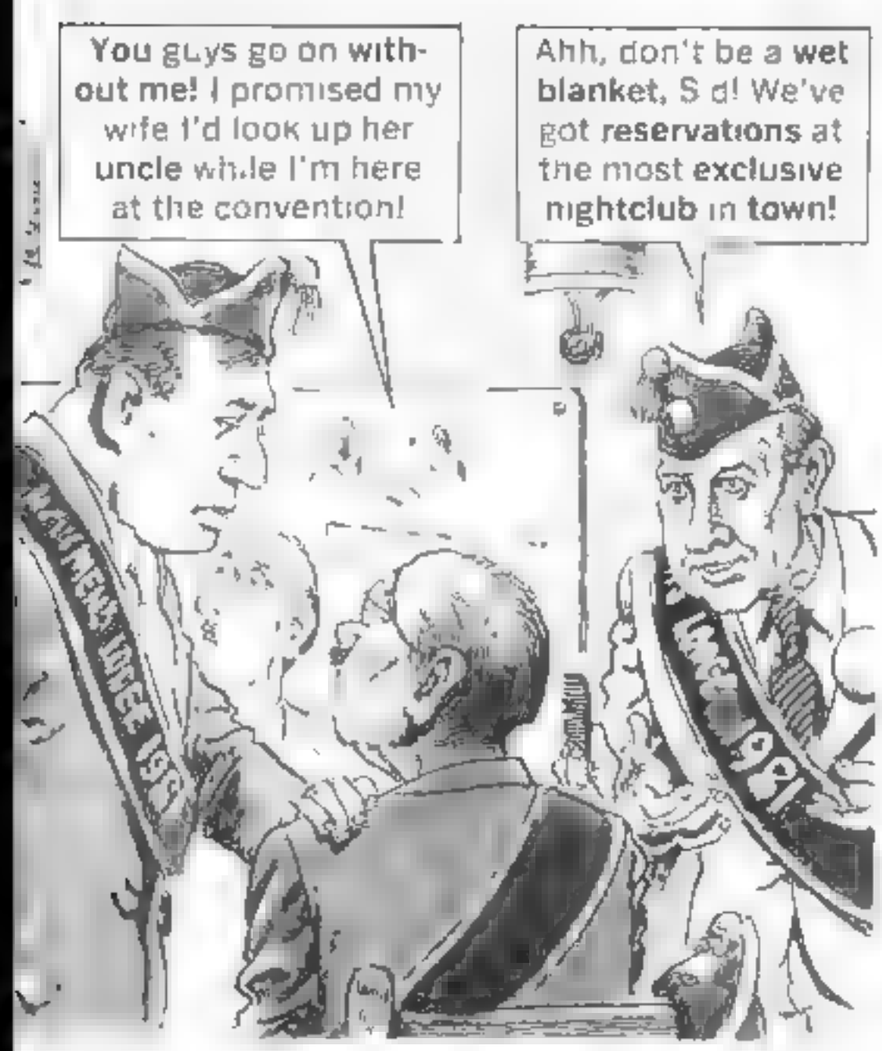
Even an idiot should guess this one, unless you're an idiot who wasn't paying attention when it was established that the neighborhood kids have a jazz combo. Now it's a sure thing that they will all be miraculously rushed to the country club on short notice. And even more miraculously, they'll all be wearing identical tuxedos. But most miraculous of all, the kids will play better than Benny Goodman in his prime. And this, of course, will set up the final happy scene where Dad receives the club's Golden Golf Shoe Award for his brilliant work as Entertainment Chairman.

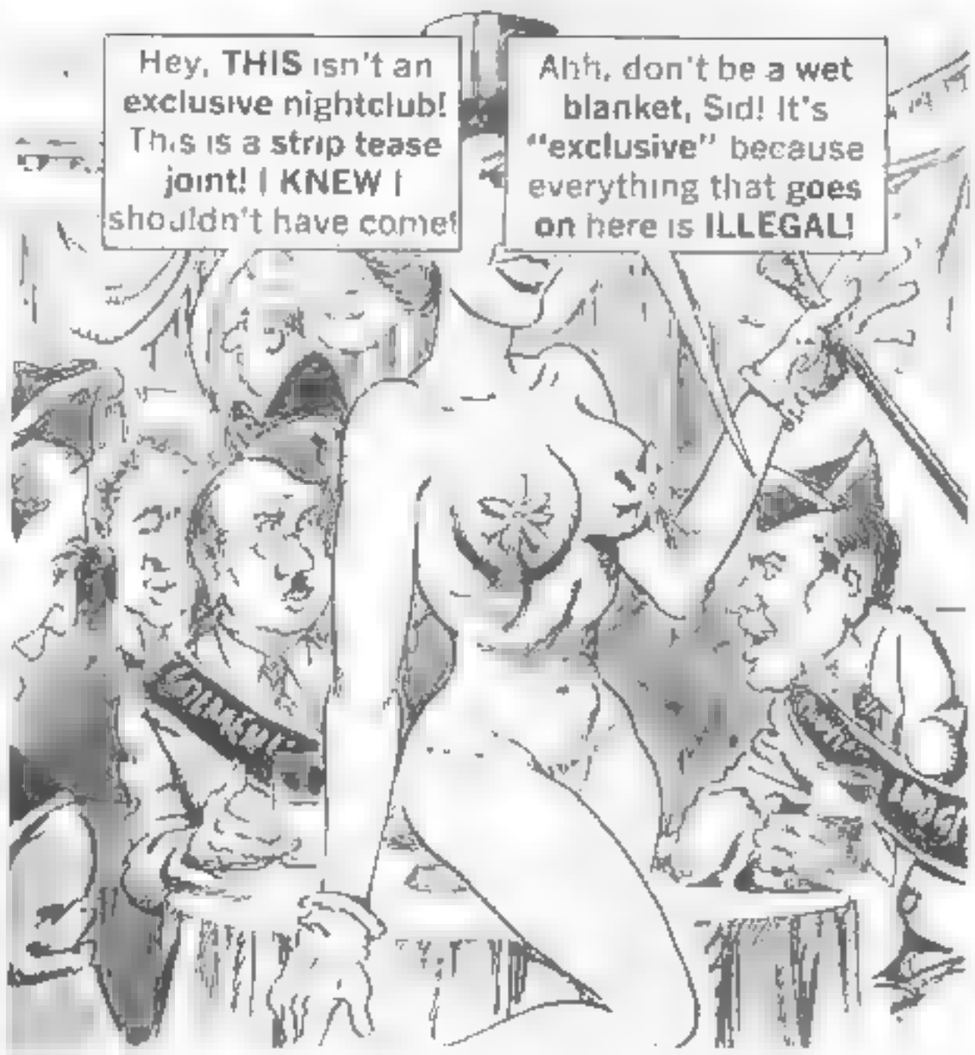

Too bad the game went thirty-seven extra innings! Now we have to drive home at 4 A.M.!
Yeah . . . and down this deserted country road where everybody's asleep for miles around!

Oh-oh! Consarn! We're out of gas! Now we'll have to wait here till the milk truck comes through in the morning!
It's creepy, Paw. So . . . so quiet!! An' yet, I feel like somebody's WATCHIN' us!!

INSTANT PLOT SUMMARY

Obviously, a UFO is about to appear, because space creatures on TV always appear whenever they spot a stalled car on a deserted road at 4 A.M. That's so their victims will be laughing stocks when they report a flying saucer, but can't produce any witnesses. In fact, you can bet that nobody will believe the story except an eccentric college professor. In Act III, the professor will find a strange message engraved on a metal disc at the landing site. But the stupid cops will claim it's just a large "yo-yo" with Chinese printing on it, leaving the UFO mystery still unsolved.


You guys go on without me! I promised my wife I'd look up her uncle while I'm here at the convention!
Ahh, don't be a wet blanket, Sid! We've got reservations at the most exclusive nightclub in town!


Hey, THIS isn't an exclusive nightclub! This is a strip tease joint! I KNEW I shouldn't have come!
Ahh, don't be a wet blanket, Sid! It's "exclusive" because everything that goes on here is ILLEGAL!

INSTANT PLOT SUMMARY

This dull story has many variations, all of which seem alike. In the next scene, the "star" will be further embarrassed when a chorus girl either (a) falls in his lap, (b) coyly musses his hair or (c) throws him her garter. At that very moment, he will realize he's been spotted by (a) his wife's uncle, (b) his wife's minister or (c) his wife's minister's uncle. In the final hilarious scene, the star will either (a) beg his friends to vouch for him, (b) beg his wife to believe him or (c) beg his pet dog to share the mutt's sleeping place under the porch.

Hiring a convicted shoplifter to be your stockroom boy really boosts our Juvenile Delinquent Rehabilitation Program, Mr. Bonwit! Thanks . . .!
I'm glad to help, Sergeant! A bright lad like Shifty shouldn't be penalized for making one small mistake!
SALE!

My purse disappeared . . . right off my desk! The thief had to be someone working in the stockroom! I've already called the Police!

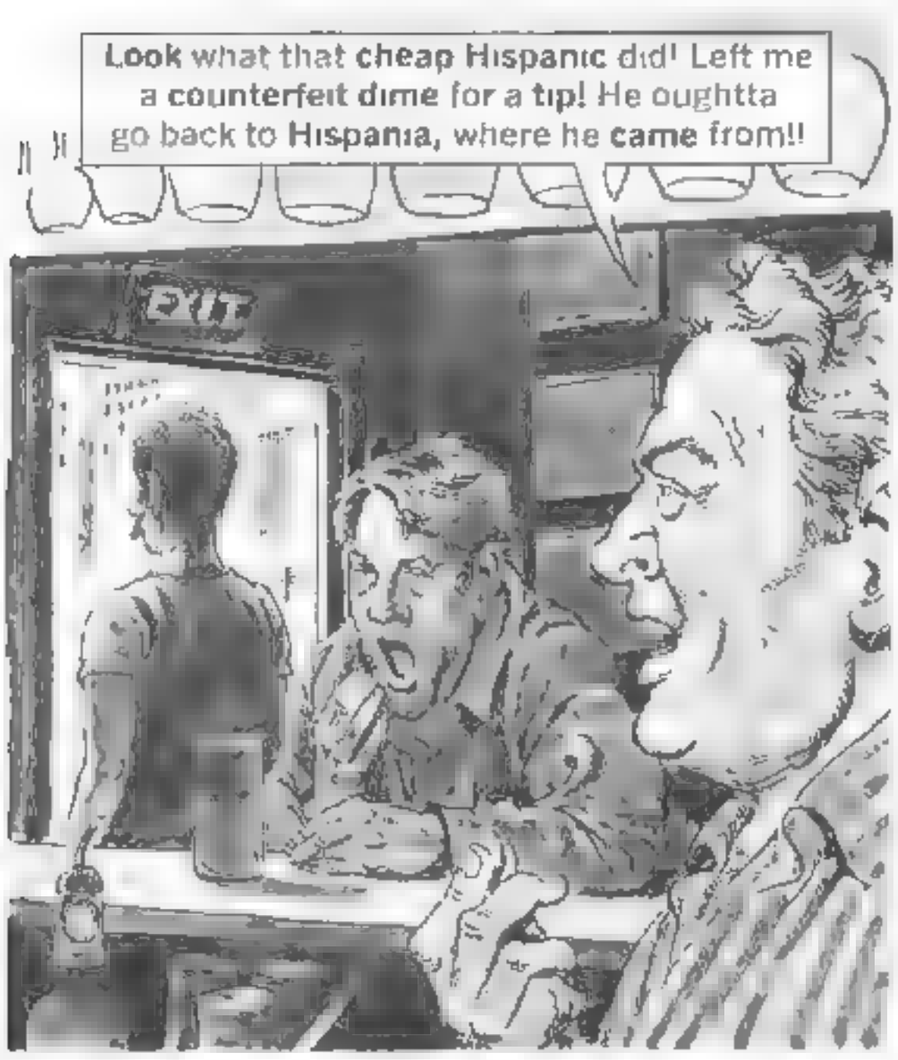
INSTANT PLOT SUMMARY

This tired idea invariably becomes a 3-act, one-hour story that no trained plot-guesser need waste time watching. In Act I, the cops will discover that a stockroom employee has a criminal record. In Act II, the clean-cut young parolee will be tossed in the slammer despite his plea of innocence. In Act III, his accuser will sheepishly admit she found her purse in her desk drawer where she left it. In the closing tag, the fine young lad is welcomed back to the store and appointed Manager of the Men's Belt and Suspender Department.

I can't believe it! Mad Dog Snavely has been paroled!
At his trial seven years ago he vowed that he'd kill the woman who testified against him if he ever got out!
Maybe we should do a routine follow-up!
I changed my name and moved to another town! How could Mad Dog ever find me here?!?
He probably won't even try! But we'd better park out in front for a few weeks, just in case!

INSTANT PLOT SUMMARY

Naturally, Mad Dog won't even stop to change socks before he buys a gun and steals a car (or in a slight variation, steals a gun and buys a car) and arrives, seeking revenge. Also, naturally, the cops on stakeout will go to lunch ten seconds before he gets there. This will enable him to get inside the house and hold the woman hostage for half the show while the police, his Mother and an Irish priest try to reason with him by bullhorn. In the final scene, the co-stars — who defy a superior officer's orders — will capture him by coming up through the plumbing.


Look what that cheap Hispanic did! Left me a counterfeit dime for a tip! He oughtta go back to Hispania, where he came from!!
PIT

Artie, that's not counterfeit! That's a rare coin design used in 1797! That dime's worth maybe ten thousand bucks!
No kiddin'!?! Hey I gotta call all my pals down at the Sons Of The White Race Lodge and tell 'em the good news!

INSTANT PLOT SUMMARY

Since every comedy show in TV has had an episode in which the Leading Nerd finds a rare coin, you know that he always loses it by dumbly dropping it into a pay phone. Since this specific Nerd is also a funny bigot, you should also know that the phone repairman sent out to retrieve the coin is either (a) Black, (b) Puerto Rican or (c) most humorous of all, a Black Puerto Rican. This provides for some ethnic jokes before the Nerd loses his treasure again in the last act so the writers won't have to explain why he's still poor on the next week's show.

I hear you got an invitation to your high school reunion! Maybe you'll meet your old girl friend again . . . the one you're always talking about!
I'm not going! The trip would cost too much!!
BOOKKEEPING DEP

Surprise!! The guys all chipped in so you CAN go, and rekindle that old flame!!
But I lied! She wasn't REALLY my girl friend! She—she was the Prom Queen, and she didn't even know I was alive!
That's not OUR fault! You're going anyway!

INSTANT PLOT SUMMARY

Most assuredly, the former Prom Queen will display her shallowness of character at the reunion by coming on strong for the married former captain of the football team. Meanwhile, our hero will hide in a corner where he will meet a shy female classmate hiding in the same corner. They will discover that they are both single. In addition, they share an interest in ecology, recorder music and checkers. In the last scene, they will become engaged just as the Prom Queen catches her bus back to Toledo, alone . . . where she is still a waitress and a divorced mother of eight.

LEXICON JOB DEPT.

Much as we hate to cause panic, we must warn you that very few people go through life without being forced to make at least one public speech. In fact, if you attend a school, join a club, promote a cause or do anything at all except hide in your room with the shades pulled down, your fearful moment in the spotlight is fast approaching. Most reluctant public speakers prepare for the ordeal by researching their subject, then buying books of jokes and philosophy to punch

MAD'S "DO-IT-YOURSELF

WRITER. TOM KOCH

My Fellow ___1___.

I am happy to be speaking here today because I always think of myself as ___2___. Glancing around this audience, I am encouraged to see ___3___. On an occasion such as this, I am naturally reminded of the words of ___4___, who once said ___5___. That remark certainly proves that my topic for today cannot be ___6___. But before proceeding to air the issue completely, I would first like to ___7___. I know that all of you who took time from your busy schedules to come here would agree that ___8___.

In discussing a subject as complex as this one, I presume I should begin by ___9___. But regardless of how we approach the matter, I'm sure we all agree that ___10___. Such an attitude indicates that we live in trying times when even so-called intellectuals scarcely pause before ___11___. In perilous days like these, I advise each of you to ___12___.

To close on a lighter note, I would like to recount a humorous incident that occurred many, many years ago to ___13___. He chanced to see an elderly man burning papers in the park one day during the long, terrible ___14___. Upon being asked to explain his actions, the old gentleman turned to face his questioner and calmly replied, ___15___.

In much the same vein, I now leave you with my most sincere ___16___.

Thank you and Gawd Bless!

FILL BLANK SPACE #1 FROM THIS GROUP

- **A.** seekers of knowledge
- **B.** victims of disaster
- **C.** members of the human race
- **D.** individuals more than three feet tall

FILL BLANK SPACE #2 FROM THIS GROUP

- **A.** a person who doesn't require much to be happy.
- **B.** a true lover of ontology, whatever *that* is.
- **C.** someone who has lots of clever things to say.
- **D.** being irresistibly attractive to members of both sexes.

FILL BLANK SPACE #3 FROM THIS GROUP

- **A.** so many dedicated students of ontology, whatever *that* is.
- **B.** so many groovy girls who obviously aren't wearing brassieres.
- **C.** that almost half of you are still awake.
- **D.** that no one is starting to throw rocks at me yet.

FILL BLANK SPACE #4 FROM THIS GROUP

- **A.** Plato
- **B.** Jack Klugman
- **C.** My Aunt Birdie
- **D.** That older guy on "Three's Company"

FILL BLANK SPACE #5 FROM THIS GROUP

- **A.** "Taller people than I have tried and failed."
- **B.** "You can't tell a fish by its voice on the telephone."
- **C.** "If you want a job done right, hire someone to do it."
- **D.** "We are the victims of our own ontology, whatever *that* is."

FILL BLANK SPACE #6 FROM THIS GROUP

- **A.** overestimated.
- **B.** brushed aside, much as we'd like to.
- **C.** left for some future generation to ignore.
- **D.** explained to those who only understand smoke signals.

up their remarks with a little humor and wisdom. However, MAD assures you that there is an easier way. See, the main thing to remember about speeches is: no one really listens to them. So all you need is one all-purpose talk that seems profound, yet contains enough multiple choice variations to keep yours from sounding exactly the same as the one given by every other MAD reader. Thus equipped, you're ready to face the world (or even an auditorium full of people) with

" ALL-PURPOSE SPEECH

FILL BLANK SPACE #7 FROM THIS GROUP

A. find out if anyone knows what it is.
B. give all of you a chance to come up with a better idea.
C. take a moment to go to the bathroom.
D. entertain you by whistling "Anchors Aweigh" through my nose.

FILL BLANK SPACE #8 FROM THIS GROUP

A. you'd have a less busy schedule to worry about if you hadn't come here.
B. those who grabbed seats close to the exit are the lucky ones.
C. you're in the wrong room for the girls' volleyball try-outs.
D. masochists may enjoy this speech more than bondage or whipping.

FILL BLANK SPACE #9 FROM THIS GROUP

A. breaking it down into small pieces that don't make sense either.
B. opening my briefcase to see if the Thermos inside is leaking.
C. having a coughing fit while I try to think of what to say.
D. admitting that I left my prepared notes on the bus.

FILL BLANK SPACE #10 FROM THIS GROUP

A. apple pie without Our Flag and Motherhood is just another pastry.
B. the Cincinnati Reds need a first-rate relief pitcher.
C. the weirdos who are out to get us must be stopped.
D. this sure would be a nice day for a picnic.

FILL BLANK SPACE #11 FROM THIS GROUP

A. opening their homes to a whole litter of Great Dane puppies.
B. accepting an appointment to the U. S. Supreme Court.
C. buying cookies from any kid who claims to be a Girl Scout.
D. pulling their teeth to win a Leon Spinks Look-Alike Contest.

FILL BLANK SPACE #12 FROM THIS GROUP

A. demand your weekly allowance in Krugerrands.
B. do something about your breath.
C. turn Catholic so you can count on getting a job as a priest.
D. remember that no birth control system is 100% guaranteed.

FILL BLANK SPACE #13 FROM THIS GROUP

A. John D. Rockefeller.
B. Walter Mondale.
C. Ivan the Terrible.
D. Henry Winkler.

FILL BLANK SPACE #14 FROM THIS GROUP

A. Stalingrad Battle of 1943.
B. Tampa Bay Losing Streak of 1976.
C. Garbage Collectors' Strike of 1497.
D. Hay Fever Epidemic of 1904.

FILL BLANK SPACE #15 FROM THIS GROUP

A. "Get out of here and take your horsie with you!"
B. "Going top speed on a moped is like kissing your sister."
C. "There's more than one way to pluck a chicken."
D. "This town isn't big enough for both of us, Buster."

FILL BLANK SPACE #16 FROM THIS GROUP

A. wishes for a happy and prosperous New Year.
B. hope that you've all learned your lesson.
C. faith in the future of mankind.
D. belief that Joe Namath will never star in another TV comedy series.

BARD TO DEATH DEPT.

WILLIAM SHAKESPEAR

"... from hour to hour, we rot and rot."
As You Like It
Act II Scene 7

"... in eternal lines."
Sonnets
XVIII

"We must bear all! Oh, hard condition!"
Henry V
Act III Scene 2

"... to suffer all alike."
Antony and Cleopatra
Act III Scene 2

"Go hang yourselves all!"
Twelfth Night
Act II Scene 2

"I cannot tell what the . . name is."
Merry Wives of Windsor
Act III Scene 2

"Cancel and tear to pieces . . ."
Macbeth
Act III Scene 2

"Thou unnecessary letter!"
King Lear
Act II Scene 2

"Some smack of age . . ."
Henry IV Part II
Act I Scene 3

"Like . . . rusty mail"
Troilus and Cressida
Act III Scene 3

"Purge and leave sack . . ."
Henry IV Part I
Act V Scene 5

"And all the rest forget."
Sonnets
XXV

ARTIST JACK RICKARD

E...AT THE POST OFFICE

"Too swift arrives as tardy as too slow."
Romeo and Juliet Act II Scene 6
"They stumble that run fast."
Romeo and Juliet Act II Scene 3
"It is never good to bring bad news."
Antony and Cleopatra Act II Scene 5
"Performance . . . is . . . nothing."
Henry VIII Act IV Scene 1
RICKARD

WRITER FRANK JACOBS

". . . teach me to speed."
King John Act IV Scene 2
"The attempt . . . confounds us."
Macbeth Act II Scene 2
"Fie upon this . . . life! I want work."
Henry IV Part I Act II Scene 4
"Away with him!"
Henry VI Part II Act III Scene 7
S MAIL

"Which of you have done this?"
Macbeth Act III Scene 4
"Men . . . not knowing what they do."
Much Ado About Nothing Act IV Scene 1
" 'Tis the curse of the service."
Othello Act I Scene 1
FRAGILE

AMERICAN TELL AND SELL DEPT.

Traditionally, the Phone Company sells space in its Yellow Pages to any business person who wants to brag about his services, or who merely gets a charge out of seeing his name in print. But what about us poor slobs who aren't allowed to buy an ad in the Directory simply because we don't own a business? Quite unfairly, we have to settle for a simple listing

IF THE PHONE BOOK'S WHITE

ARTIST: BOB CLARKE

SABOTSKI, BRUNO L.

Want To Keep On Thinking
All Fat People Are Jolly?
THEN DON'T CALL BRUNO
AFTER TEN P.M.!

4418 W. Prodmeyer — MAngler 3-1277

SALTONSTAVER, MRS. SADIE

TALKATIVE NEIGHBORLY TYPE
INVITES CALLS ANYTIME FOR
Meat Loaf Recipes—Cold
Sore Cures—Boring Chit-Chat

7 W. Fernsprinkle — BLabbermouth 7-1159

SANCHEZ, SIXTO OCTAVIO

I Coulda Been Welterweight Champ In 1949
Call And Ask Me To Tell You How I got
Cheated. Never A Charge To Listen To Me,
Sixto. Se Habla Espanol

3137 N. Bolmundi — PUnchdrunk 4-5522

SAVLOK, MILOVAN

IF YOU DIAL MY NUMBER AND DON'T SPEAK
SERBIAN, YOU'RE WASTING YOUR TIME!

56 W. Ustashi St ..... OLdcountry 5-3343

SCEBBARD, W. C. (TUBBY)

HATE TO THROW OUT LEFTOVERS? CALL
TUBBY SCEBBARD TO COME EAT THAT
EXTRA PORTION!

I Pay Travel Expenses Nothing Refused But Turn ps

128 N. Loblolly — LArdo 5-1102

SCHERMER, ERMER W.

IRRESISTABLE SALESMAN
NOW EARNING $18,000 A YEAR BUT
EASILY WORTH $22,500!

Dial My 24 Hour Hotline With Job Offers Now!

327 E. Smiley — Highpressure 8 4401

Shimmel, Myra W.
2247 W. Lumpard — LOnelyheart 5-8101

See my display ad on this page

SCHLIPPKUS, LESTER

CROSSWORD PUZZLE ADDICT

Call Les For Definitions Of Adz, Lobate & Malolactic

Old Loonie's Home — Windbag 3-9985

SCHREPLY, HERMAN

DON'T LEAVE MESSAGES FOR ME WITH MY
BROTHER 'CAUSE HE GETS 'EM MESSED UP!

47 N. Palfrey — SIbling 3-7842, Ext. 2

SCHREPLY, SHERMAN

DON'T ASK ME TO TAKE MESSAGES FOR MY
BROTHER 'CAUSE I AIN'T HIS SOCIAL
SECRETARY!

47 N. Palfrey — SIbling 3-7842, Ext. 1

SCHULTZ, MRS. ERMA

Free Kittens Usually Available All Year Around
Phone Spooky Elmira, The Cat Woman

570-28 S. Dimmout — LItterbox 7-8890

SCHUPPER, GIMPY C.

PERSISTENT PANHANDLER

You Can Avoid Having Me Bother You On The Street
By Phoning In Your Pledge Of 50¢ Or More Today!

Flophouse Hotel — DRifter 8-2309

Seppling, E. C., Paranoid
Refuses to give address — Unlisted Phone

SESSBONE, GRAND DRAGON BILLY ROY

IF YOU'RE NOT A WHITE PROTESTANT,
DON'T CALL ME EVEN BY MISTAKE!

R. R. 2 Box 194 — REdneck 4-5702

Shabblick, Mrs. Bertha,
628 N. Moss — WHinemore 8-3030

SHAKESPEARE, WILLIAM

Obviously, I'm Not The Same One, So How About
Knocking Off With The Clever Calls Saying, "To
Be Or Not To Be, That Is The Question," And Simi-
lar Dumb Stuff Like That. All Right?

3762 E. Stratford — RIchard III 3-3333

SHUNBOOM, MRS. MINNIE

EXPERIENCED GOSSIP SPREADER
Specializing in the 3800 block of North Sunnyvale

Call Before 5 Which Is When My Email Gets Home

3831 N. Sunnyvale — PRattle 2-3739

SKAAR, MERTON V.

ENJOY HEARING SAXOPHONE PRACTICE?

My Neighbors Don't. So Let's
Get Together At Your Place

5629 S. Marzipan — OFfkey 5-7388

SKUDWAY, BERNARD

THE TELEPHONE
SOLICITOR'S FRIEND

Meals Gladly Interrupted To Hear Your Mono-
tonous Sales Pitch, But Before Calling, You
Really Should Know That I Am

Unemployed — A Deadbeat
Bankrupt — A Check Bouncer

IF YOU WANT TO TAKE A CHANCE
ANYWAY, THE RISK IS YOURS

22 E. Wallaby — FLatwallet 6-2137

Sloomp, Randy,
2219 E. Forkprong — LOadzafun 5 8838

SLURFNY, BECKY JANE

SUPPORT AN UNWED
MOTHER THIS YEAR

Call For Details Of This Foolproof Tax Shelter.
Start With 2 Dependents—Get More As You Need 'Em

87 N. Titlebaum — PRomiscuous 7-2882

Vivacious Myra Turns
All Heads At A Recent
Social Event

TIRED OF STRIKING OUT WITH GIRLS? CALL MYRA SCHIMMEL AND CHANGE YOUR LUCK!

★ Dates On Short Notice
★ Obscene Phone Calls Accepted
★ "Dutch Treat" Financing Available

"The West Side's Most
Desperate Spinster Since 1952"

DAY OR NIGHT PHONE:
LOnelyheart 5-8101

CUT LONG DISTANCE COSTS ON CALLS TO YOUR NAGGING MOTHER, PHONE MRS. ADA SHABB INSTEAD

Stop Feeling Guilt-Ridden Because Mom's Too Far Away For Those Weekly "Duty Calls" To Hear Her Complain. I'll Ease Your Conscience Locally With My Free Monologue Featuring Pointed Remarks On Such Subjects As:

UNTREATED ILLNESS
GRINDING POVERTY
LONELY OLD AGE
NEGLECTFUL OFFSPRING
ALL-ROUND MARTYRDOM

"Let My Whimpering Turn
Your Guilt To Anger."

628 N. Moss — CALL WHinemore 8-3030

in the White Pages, even if we're willing to pay for a more gaudy display. MAD believes that individuals also can have messages to pass along to their fellow phone subscribers, not to mention egos to gratify. So why not let them advertise if they're willing to pay for it? Who knows? Why it might even go so far as to reduce service charges for the rest of us

PAGES CARRIED ADVERTISING

WRITER· TOM KOCH

SMECKER, FURMAN W.

THEY CALL ME
"BURGLAR PROOF FURMAN"

Just Because I May Not Answer The Phone When You Call, Don't Get Any Funny Ideas That I'm Not At Home Because Sometimes I Just Don't Answer Even Though I m There All R ght, Sitting With A Loaded Gun Ready For You, So YOU BETTER WATCH OUT!

4226 S Pitkin SQuirrely 4-7111

SMEERKAIS, FAUNCE WALTER

PRACTICING HYPOCHONDRIAC

Serving Med Students With 31 Different Symptoms For Them To Diagnose

"JUST CALL ME AND ASK ME HOW I AM. I'LL DO THE REST"

Tower Suite
Hotel Howard Hughes PUny 5-6987

SMINKER, MISS LOLLIE F.

ABSOLUTELY TERRIFIC DANCER

(A·so Good Looking When The Lights Get Dim Enough)

DATES NOW BEING ACCEPTED FOR O SCO OR BALLROOM

7184 E. Dinwiddie TWinkletoes 5-6792

SMOTERITE, LUTHER

FEEL LIKE SCREAMING & CURSING TO VENT YOUR RAGE?

Then Call Luther Smoterite And Sound Off
LET THE PHONE RING A LONG TIME AS I AM STONE DEAF & CAN'T HEAR IT

4646 S. Flefko LOudholler 4-5922

SMOTLEY, SCRUFFWOOD

Call "Scruffy" To Go Bar Hopping With You At Your Expense
CLEVER CONVERSATIONALIST—AMIABLE DRUNK—ALWAYS AVAILABLE

Skidrow Arms Hotel DOubleshot 7-8422

Smurk, Maude, Humorous Stutterer
214 S. Oply K-K-KAty 5-4389

SMYRNIS, FINIAN

LET YOUR CHILD TALK TO A REAL, OLD FASHIONED VILLAGE IDIOT BEFORE WE BECOME A PART OF HISTORY!

No Charge For Authentic Cackling, Drooling Or Hideous Gibbering

529 N. Boonswell TOwnfool 6-0152

Snafter, Marty,
4689 W. Nipsink CRapshoot 7-5445

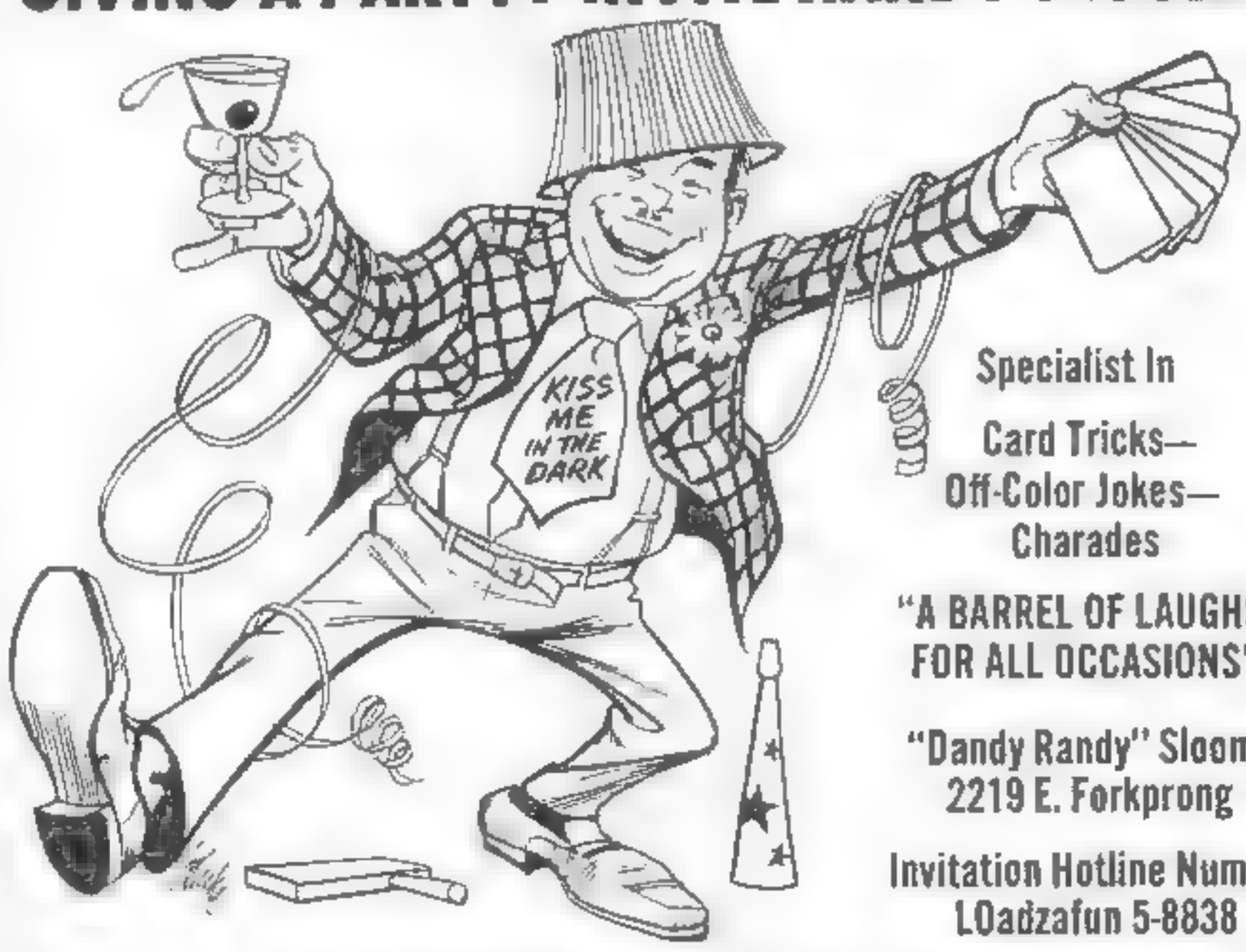
SNITTERMAN, ROSALIE PEARL

HONOR STUDENT—164 I.Q.
MENSA SOCIETY MEMBER

When You Get Bored With Other Girls (And You Will), Call Rosie

1316 N. Willowapg RRaindame 6-7389

GIVING A PARTY? INVITE RANDY SLOOMP!



Specialist In

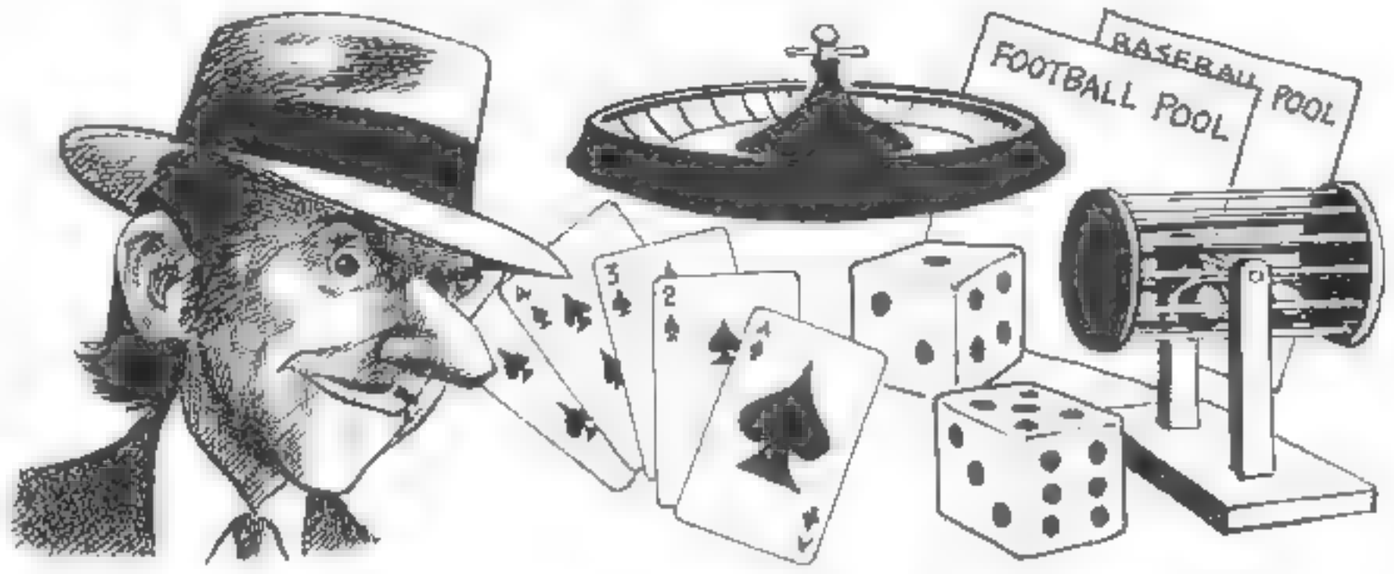
Card Tricks—
Off-Color Jokes—
Charades

"A BARREL OF LAUGHS FOR ALL OCCASIONS"

"Dandy Randy" Sloomp
2219 E. Forkprong

Invitation Hotline Number
LOadzafun 5-8838

IF YOU'LL GIVE ME 6½ POINTS ON ANY GAME, CALL NOW!



Experienced Compulsive Gambler Also Invites Bets On

✪ Cockroach Races ✪ Tomorrow's Weather
✪ Best-Of-7 Coin Flips ✪ Next License Number Seen
✪ Roger Staubach's Shoe Size

MARTY SNAFTER

4657 West Nipsink CRapshoot 7-5445

SNOWBILLOW, HODDING, SR.

RISING SOCIAL CLIMBER

Invitations To Country C ub Events
Instant y Accepted

4325 Golden Circle **WA**rbucks 3-2121

SNOWBILLOW, HODDING, JR.

CITY'S ONLY SPOILED 8-YEAR-OLD
W.TH HIS OWN PRIVATE PHONE

Available Da ly For Kickball, Cops
& Robbers Or Playing Doctor

4325 Golden Circle **WA**rbucks 3-6777

SOFTBODY, TRIXIE X.

BEFRIENDING GENEROUS MEN

THROUGHOUT THE EAST SIDE SINCE 1968

3128 E. Springbolt **RE**dlight 6-7782

SPAULDING, JOE

I Staunchly Maintain That I Am Not The
Escaped Convict Formerly Known As "Mad
Dog" Tidmarsh, So Everybody Leave Me Alone!

7 W. Undertree **ST**ircrazy 4-5122

Spivlock, Norman
5432 N. Suburbia **TR**acthouse 5-5122

SPUNGBORN, ELIZA

STOP FEELING SORRY
FOR YOURSELF!

REALIZE HOW WELL OFF YOJ ARE BY CALLING TO
HEAR ABOJT MY PSORIASIS, CLUNKY CAR, S CK
CAT, LOUSY JOB & STUPID FAMILY

2827 W. Glenwibny **SA**dsack 4-7981

Squegley, Vernon, Eager Bachelor;
617 W. Odmont **BA**dbreath 3-5757

SQYBJNIECZWLYK, ZBIGNIEW

P.EASE STOP M.SPRONOUNC.NG MY NAME
BECAUSE IT MAKES ME CRAZY! FOR THE
LAST TIME, THE "J" IS SILENT!

51 N. Ferknoy **HZ**rkskyn 5-6670

SREPTLY, OSGOOD L.

LOOK NO FARTHER FOR
A LIFELONG PAL!

"Good Ol' Oz" Will Join Your Poker Parties
Fishing Trips, Or Any Other Activity To Get
Away From His Obnoxious Wife.

75 W. Gumboil **HE**npeck 6-5339

SSICKLEBERREE NORBERT

WHY NOT SPEND A PRODUCTIVE
DAY DOING ODD JOBS AT SOMEONE
ELSE'S HOME?

NORB SNICKLEBERREE WILL LET YOU CLEAN
OUT HIS GARAGE, PRUNE SHRUBBERY OR WAX
LINOLEUM AT ABSOLUTELY NO CHARGE

CALL NOW FOR AN APPO NTMENT

46 W. Wilmifty **LA**zybum 5-6350

STAVVERT, LEFTY

MEET LEFTY, AND JOIN THE
CROWD OF CRIME VICTIMS!

Regale Friends W th Stories Of Your Mugging
Just By V sit ng Warehouse Row Any N'ght
After Ten. You Set The Time. I'll Be There

5137 E. Blodder **SW**itchblade 4-8585

Stesson, Mrs. Ida, Confirmed Recluse
919 E. Dwirp **WE**irdo 4-3225

STIFFORD-FORTNEY, SIR IAN

DO RING ME UP IF YOU CHANCE TO BE A
FELLOW SUBJECT OF HER MAJESTY CURRENTLY
FORCED TO LIVE IN THIS WRETCHED PLACE

Eager To Converse About Amateur Cricket—
Bird Watching—Things To Do With Watercress

1231 Wimpole Towers **PI**cadilly 9-3090

STIPWELL, ZACHARY Z.

DON'T SETTLE FOR THE WEATHER
BUREAU'S RECORDED REPORT WHEN
YOU CAN GET ONE LIVE!

Call Zack Stipwell To Find Out If
It's Raining On The West S.de Today.

FREE ADVICE ON WHETHER TO CARRY AN
UMBRELLA—LATE TEMPERATURE GUESSES

93 Oompalla **SK**ywatch 6-3090

STOTTERT, MISS VIOLA

Specializing In Reinforcement Of
Fears For Maiden Ladies Who Must
Stay Alone At Nght

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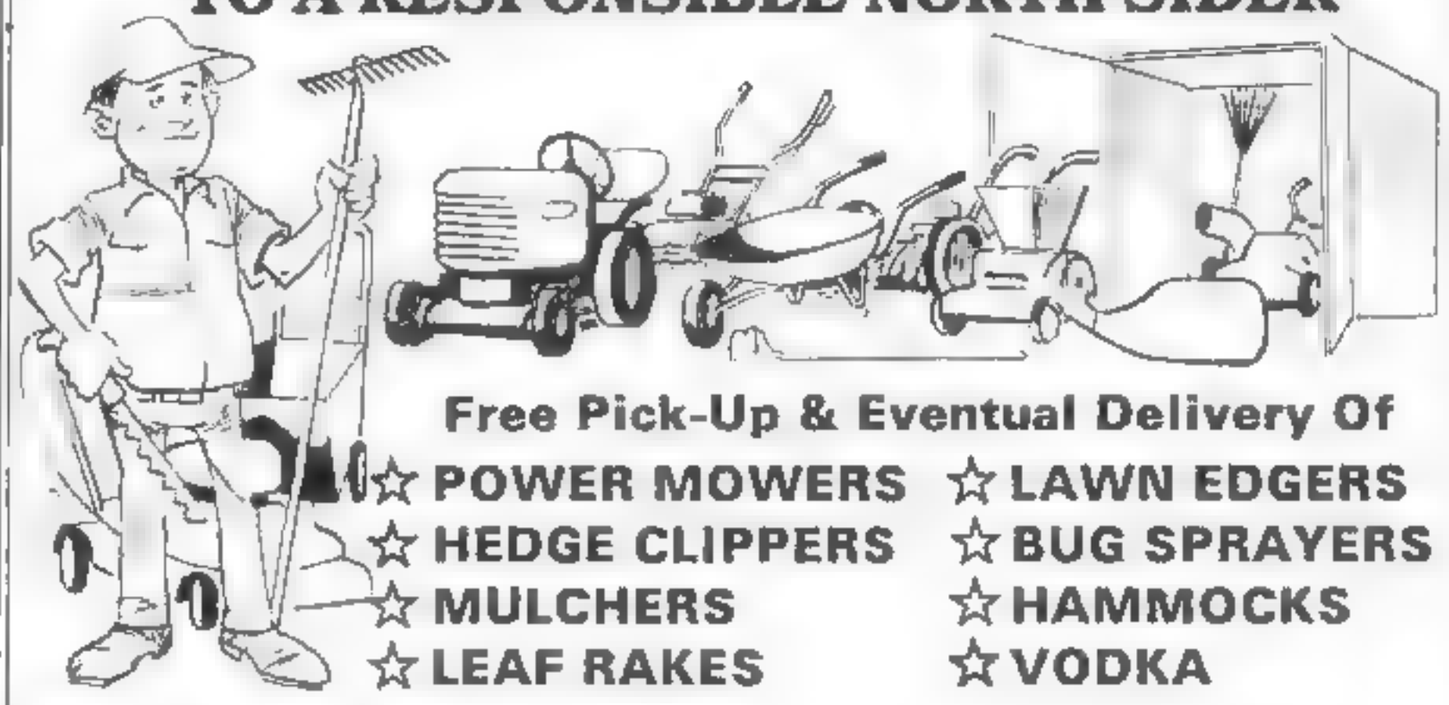

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If you can't tell from the title what this article is about, this introduction isn't going to help! So instead of wasting time reading it, take a few moments out to ask yourself some searching questions, the answers to which might be very revealing. Questions like (a) What sort of sexual gratification do you seek?, (b) Why can't you ever seem to achieve it? And (c) is reading MAD Magazine a really satisfying substitute for an active sex life? Of course, there are lots more questions you can ask yourself, but why put yourself into a depression before you read this article? Let the article do it for you! Mainly, this article called:

MAD'S "TV EXPLOITATION MOVIE" PRODUCER OF THE YEAR

I'm here with **Mr. Arnold Fetid**. Hollywood's most successful **"TV Exploitation Movie" Producer!** Tell us, Mr. Fetid, just **what is a "TV Exploitation Movie"?**

It's a movie that takes **important current social topics** like **Euthanasia, Rape, Homosexuality, Abortion, Teenage Herpes, etc.,** and **plays it for all it's worth!**

Aren't those **very sensitive subjects?**

Absolutely! And **that's why** in **doing** my TV Exploitation Movies I always keep **one thing** in mind **"Good Taste"!!**

And ??

I stay as **far away** from it as **possible!**

I'll **show** you what I **mean!** Somebody hit the **lights!!**

EMMY WHO?

CHUCK BARRIS LIVES!

ARTIST: ANGELO TORRES WRITER STAN HART

This film starred **Melissa Filbert!** She's **really grown** as an actress!

In **what way...??**

In **three short years,** she's worked her way up from playing an **"Unwed Teenage Mother"** to playing an **"Unwed College Mother"!** She's got a **great career** going—until her **menopause!**

What **kind** of actors **appear** in your movies?

Those who **haven't succeeded enough** to star in their **own shows,** nor **failed enough** to guest on **"Fantasy Island"** or **"Love Boat"!** Let's say they work **just enough** to be on **Unemployment Insurance!**

Is playing this part a **challenge** for Melissa?

For **her,** trying not to knock over **scenery** is a challenge! **How** smart can you **get** growing up on a **prairie, anyway?!**

Do **all** of your films deal with the **shocking, awful problems** we face in our modern world?

Yes! I feel that only by **acknowledging** that these problems **really exist** can we then **DO something** about them!

Like **do what...?**

Like **make a fast buck** on them!

I **pride** myself in making exploitation films that are as **up-to-date** as **today's newspaper headlines!** Like f'rinstance, my most recent film carried the message, **"Arrange For An Abused Child To Share Your Happy Home"-**

Was it **effective?**

Damned right it was! When I **saw** the film, I went right home and **beat up my kid!**

HOLLYWOOD GLITZ

ABUSED CHILD ADOPTED

Hospital dramas are **always** sure fire Ratings hits! In **this** one, **Bill Nixby** plays an **incompetent doctor** who must break some **bad news** to a patient's **family!**

I—I've **done** all I **could** for her!

I know! Now, it's in **someone else's** hands!

Our **Lord's?**

No our **Lawyer's!**

While we have the **same set** standing, we shoot **SEVERAL Hospital movies** at the **same time!** This one stars **Karen Vallium** as a **woman doctor!!**

Doctor, **about** the **operation...**

Now, now! Just this morning, **another** patient of mine had the **same heart bypass** that **your Son** is going to have ...and **this afternoon,** he's **leaving** this **hospital...!!**

How can that **be?**

It wasn't successful!!

I'm **really proud** of **this** film... a **masterpiece** of **realism! Farrah Forcesit** plays a pathetic, disease-ridden, starving **Vietnamese boat person!** It tears your **heart** out, it's so **REAL!!**

If you **wanted REALISM,** why didn't you use an **actual Vietnamese boat person** for the part?!?

Are you **kidding?!** You ever **see** one of them?? They're **disgusting!** Geez, **you** don't know **diddly-squat** about **creative casting!!**

SS CLAIROL

No subject is too hot to handle! The film I did with John Davidsdone about a transexual husband made the cover of "TV Guide" .. but it was a toughie all the way!

What was so tough?

Karen Blackout, the leading lady, kept quitting because John was prettier than she was... even when he WASN'T in drag!!

Hell, YOU'RE even prettier than she is!

God, I hate actresses!

TV GUIDE

I believe it's my mission to bring important subjects to the public, no matter how daring or sexual they may be! Like this one called "Rape"!

But they've learned that rape is really a crime of violence, not a crime of sex!

Really? Then forget it!

Snoozin Summers will star in a film based on her own painful experience! It's about loss of memory!

You mean she doesn't remember who she is...?

No, the public doesn't remember who she is...!

Senior citizens are a large part of our audience! This film is dedicated to them! It's about George Burned, who finds dignity by running in "The Old Timer's Mile Race"! He wins, of course!

That's inspiring! What's his next step— The Boston Marathon?

No, cremation! He has a heart attack as he crosses the finish line! Hell... we're not dealing with Saturday morning fantasy garbage, y'know!

10

Sometimes, you can't be too subtle, or the audience misses the point! Take my next film, for instance—

What's this one about...?

Unwanted children!!

KIDDIE LITTER

We're holding an audition in here! Joyce DeWitless is reading for a role I'm casting!

What part is it?

A young woman who is in a coma, and on life-support systems! She stays that way until the end of the film!

And then she recovers?

No, then she dies! Joyce doesn't know yet! Don't let on!

But playing a person in a coma isn't very much of a part!

That's okay! She's not much of an actress!

Here are the most creative, innovative and imaginative people in my entire organization!

Are they your writers?

No, my accountants! Writers are a dime a dozen, kid!

Here we see **Broke Shields** and **Spott Bayou** rehearsing for their TV film about **two blind youngsters** who **fall in love!** It's **very touching** ...especially when they try to find out what the other one **looks** like!

Get it ..? **Touching!?!** A little **BLIND HUMOR** there...!

Spare me!!

In **this film** we pull out **all** the **emotional stops!** Like her **dog dies,** he gets **mugged,** and she undergoes an **operation** to **regain** her **eyesight!**

Oh...? And **does** she. ?

Not really! The **doctor** is a **drunk,** so not only **doesn't** she regain her eyesight she **ALSO loses** her hearing!!

Gee, **won't** this movie **offend blind people??**

So?!? If they **don't like it,** they **shouldn't WATCH IT!!** *Hah!* **Get** it ?

Hmmm! **More blind humor** there, **eh?**

HERPES IS FOR LOVERS

HIS

HERS

SITE FOR SORE EYES

Isn't that **William Shotner** and **Dumbelle Brisblah** doing a scene?

Right! It's from a film that'll be shown at **Christmas!** It's my **annual Exploitation FAMILY SHOW!**

What's the film **about?**

Incest!

Those two are making my next film, **"The More The Merrier"!**

I—I'm almost **afraid** to ask what **it's** about!

Ask! Ask! Don't **bother!** I'll **TELL** you! It's about a **NYMPHOMANIAC,** played by **Loosely Arnuts!** Her **doctor** is played by **William Devained,** who **cures** her!

And, no doubt, **earns** for himself her **everlasting gratitude!**

Right! And **ALSO** the **everlasting HATRED** of the town's **American Legion Post,** a local **Bowling League** and the neighborhood **Boy Scout Troop!**

It's very important to **understand** exactly what **causes** this **nymphomania!**

Is it a form of **disease?**

No... it's a **mental condition!** If it were a **disease,** I would have **exposed** my **WIFE** to it **YEARS AGO!!**

Did anyone ever tell you that you are **crass beyond belief?!**

Yeah, but I'm **always suspicious** of **people** who pay me **compliments!**

In **this** film, I tackled a **tricky theme—homosexual teachers!** The **teacher** was played by **Liverachey,** and his **lawyer** by **John Rotter!**

Did it have a **message,** or was it **just exploitive?**

Geez, you **really wound** me! **Of course** it had a message! It made the point that **gay teachers** are **not really different** from **normal teachers!**

Be honest! Do you think it **changed** people's **attitudes?**

You bet!! It **made** people kinda **jumpy** about **normal teachers!**

I'm delighted that **Marie Oozeman** agreed to star in my important film about **"Anorexia"**—you know, the **condition** that comes about when young people **starve themselves** to **become thin!**

Will she have to go on a **special diet** to **look right** for the **part?**

Yeah, she'll have to **put on** at least **ten pounds!** She's **all skin and bones!**

Somebody should **send** that kid to **camp!!**

Don't you sense an **immorality** between **making** a film on the **evils** of **anorexia,** and allowing it to be **sponsored** by the people who **sell** kids on the idea that **"Thin is Beautiful"?**

Lots of things in life are **immoral!** The **worst** is **passing up a profit on an investment!** We **need** those sponsors, no matter **what** they sell!

BACON WITHOUT TEARS

FROM HORMEL

NoCAL SODA

MEAN 'N' GREASY THE LO-CALORIE LARD

Farewell EATSO

This film is going to be a **classic!** It stars **Jodi Fester** and **Smelly Winters!** It shows how **ignorance** of **sex** can get a **girl** into **trouble!**

You're my **daughter!** I demand to know **who** the **father** of your **baby** is!

Gee... I don't even know who the **MOTHER** is!

That's just **absurd!**

I **told** you she was ignorant!

YALE

I guess that you've made a **film** about **every sleazy aspect of life there is!**

I'm **sure** I'll **regret asking** this question, but... **what** will it **cover?**

Are you **kidding!** There are **lots more!** In fact, I'm preparing a film that has **everything not yet covered!** A **triumph** of **bad taste!** The audience'll **love** it!

Get **this!**

This **beautiful girl** from **A BROKEN HOME** is a **RUNAWAY** who gets **picked up** by a **PIMP** and is forced into doing **KIDDIE PORN!** But she **escapes,** and becomes a **TEENAGE PROSTITUTE** who **later,** in **desperation,** turns into a **TEENAGE ALCOHOLIC,** and **very nearly** becomes a **TEENAGE SUICIDE!**

I **think** I'm going to **throw up!**

DAN RATHER COME HOME..

She's **grabbed** by a **weird RELIGIOUS CULT** that practices **CANNIBALISM! Again,** she escapes, and falls in **love** with a **PARALYZED ATHLETE** who's **IMPOTENT!** After they're **married,** he turns into a **WIFE BEATER,** and she suffers **BRAIN DAMAGE!**

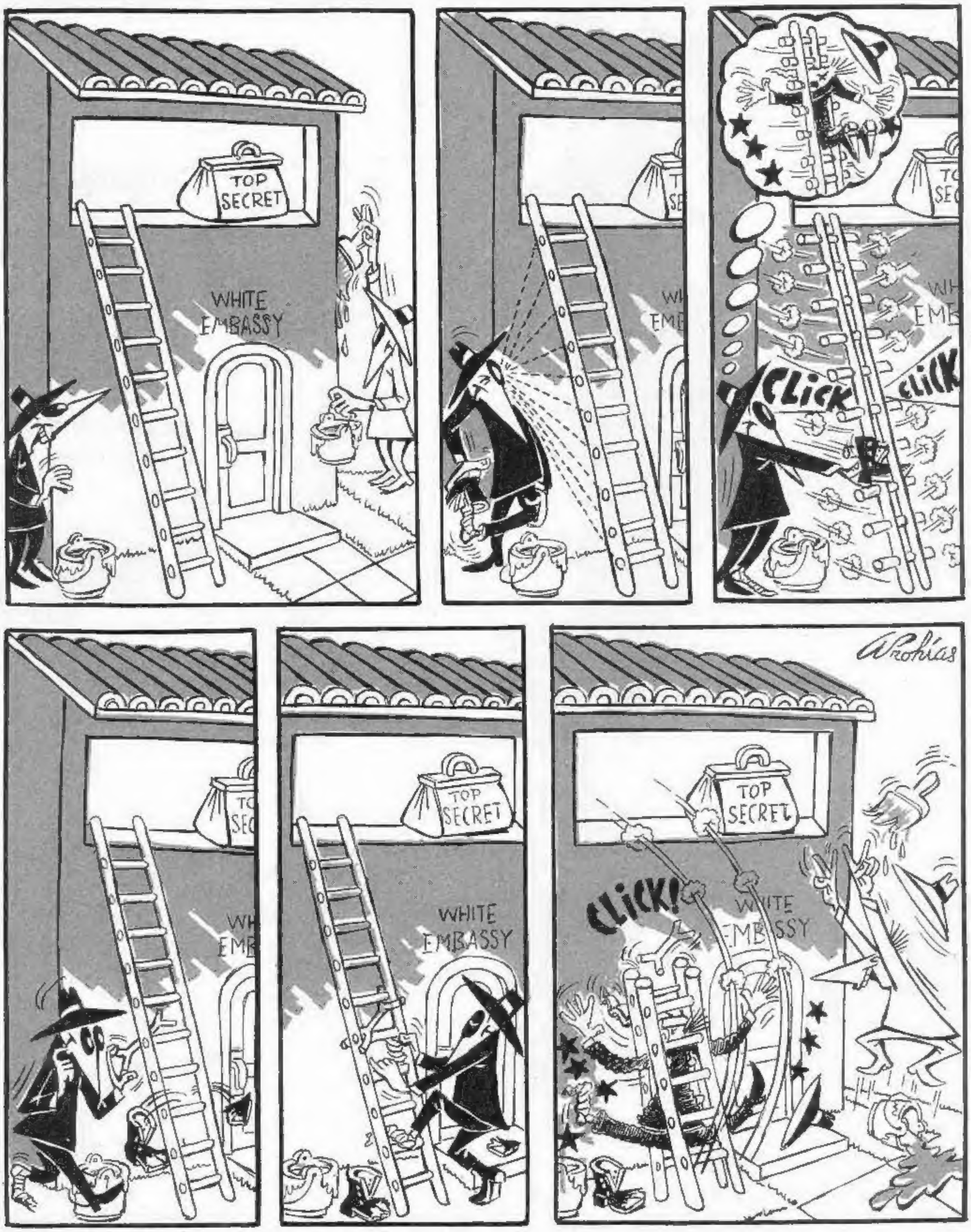
Stop...! STOP!! Merciful God, make him **STOP!** Is there **no end** to this **vile swill?!?**

The **end** is the **best part**—the part with the **message!** Because of her **terrible experiences,** she **loses** all sense of **MORALITY!** She no longer knows **right** from **wrong,** and so she—

Don't **tell** me...! Let me **guess...!!**

In her **depraved, immoral state,** there's **only one thing left** for her to **become!** A **Producer** of **TV Exploitation Movies!**

SPY vs SPY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TV
GUIDE

Place your bets, please...

Okay...try it!!

SHLIP KLIKADA KLAK FLAK

No more bets, please...

SWIT TIK TIK TOK

...and the winner is...36 black...!!

You DID it! You DID it!!

Your hunch paid off!!

D. MARTIN

ARTIST: DON MARTIN WRITER: DON EDWING